

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVI.

NEW YORK, MARCH 2, 1904.

No. 9.

Why You Should Place The Star League Dailies on Your List



Advertising space in these dailies costs less per line per thousand circulation than any other newspaper or combination of newspapers in Indiana.

Circulation of Star League papers examined and verified by Association of American Advertisers.

Books open for examination without notice.

INDIANAPOLIS STAR

Actual Paid Circulation Feb. 12,

81,712

The largest circulation of any newspaper in Indiana, and the best business getter in the West.

MUNCIE STAR

Actual Paid Circulation Feb. 12,

28,771

Third largest circulation in Indiana. Has the reputation of being the best "puller" for the general advertiser in the United States.

TERRE HAUTE STAR

Actual Paid Circulation Feb. 12,

20,806

Fourth largest circulation of any newspaper in Indiana. More than double the claimed circulation of any Terre Haute daily and 5,000 more than the combined circulation of all other Terre Haute Dailies.

Total, 131,289

Are these not pertinent reasons why the general advertiser should use the Star League to cover the State of Indiana?

FOR RATES AND OTHER INFORMATION WRITE

C. J. BILLSON

Manager Foreign Advertising

Tribune Buildings, Chicago and New York

HOME OFFICES--58 Monument Place, Indianapolis, Ind.

BUTTERICK MOTTO

Don't swing a sledge
to kill a fly.



Use big
advertis-
ments in big
magazines.
To use big
advertis-
ments in
small ones
is wasting
energy.

**The
Butterick
Trio**

April numbers, reaching 1,400,000 families, with 7,000,000 readers, for \$7.00 a line, gives advertisers an opportunity for

A Sledge-Hammer Advertisement

that is sure to be seen by the woman who buys everything for her family. For help, address

THOMAS BALMER

Advertising Manager

BUTTERICK BUILDING, NEW YORK

W. H. BLACK, Western Adv. Manager, 200 Monroe Street, Chicago, Ill.

The May issue, for which we are now taking copy, appears April 10, and forms close March 10

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVI.

NEW YORK, MARCH 2, 1904.

No. 9.

M. F. HANSON ENTERS THE AGENCY FIELD.

SEVERS NEWSPAPER CONNECTION AFTER TEN YEARS AS ADVERTISING MANAGER OF THE PHILADELPHIA "RECORD" AND FIVE YEARS AS BUSINESS MANAGER OF THE "NORTH AMERICAN."

One of the most important changes in the Philadelphia newspaper field that have transpired in recent years is the announcement that Mr. M. F. Hanson, the business manager of the *North American*, has resigned and entered the firm of Powers & Armstrong, advertising agents, the name being changed to Powers, Armstrong & Hanson.

It is no exaggeration to say that Mr. Hanson is the best-known advertising manager in Philadelphia.

In 1889 he became advertising manager of the Philadelphia *Record*, and held the position for ten years—which decade was the most prosperous in the history of that paper up to that time.

When, in the fall of 1899, Mr. Thomas B. Wanamaker purchased the Philadelphia *North American*, he scoured the country for the best newspaper talent in all departments. His choice for business manager fell upon Mr. Hanson, and how well Mr. Hanson justified the opinion is easily ascertained by a comparison of the *North American* of to-day and five years ago.

Aside from the fact that he knows the advertising and business end of a newspaper from A to Z, he is an indefatigable worker, a great organizer and a keen judge of human nature. His ability to get the best out of the men under him has been the wonder of newspaper men in Philadelphia.

When Mr. Hanson was made

business manager of the *North American*, in 1899, its advertising was *nil*. The task of upbuilding it was a Herculean one, in face of the fact that there were then too many newspapers in Philadelphia—the *Record*, *Inquirer*, *Ledger*, *Press* and *Times* in the morning, and the *Bulletin*, *Telegraph* and *Item* in the evening. But with his characteristic energy he set out to make a success of the new *North American*, and the fact that at the present time the *North American* is one of the foremost newspapers not alone in Philadelphia but in the United States, is due in a great measure to the executive ability, energy and force of Mr. Hanson.

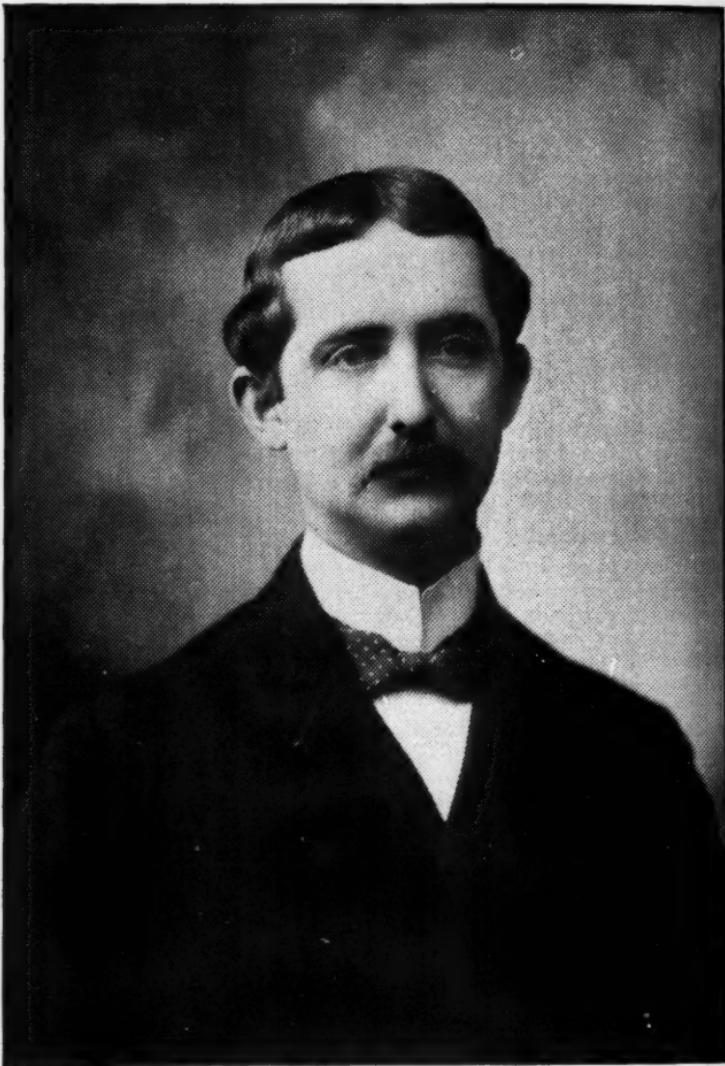
When the rumor of Mr. Hanson's contemplated change first reached me, I was inclined to disbelieve it. On second thought, my nose for news asserted itself and I called to interview Mr. Hanson, with the following result:

"Yes," he replied to my first question, "I have decided to leave the *North American*, though my relations here have been and are so pleasant that it is almost like taking leave of my family. I have contemplated this step for a long while, and waited only for an opportunity to make a desirable connection. Mr. Powers and Mr. Armstrong are men of acknowledged ability and integrity (traits that I consider necessary for the permanent success of an advertising agency), and I feel that I have been very fortunate in being given an opportunity to form a copartnership with them.

"Of course, it is too early to say anything definite of our plans for the future, but it is our hope to make the new firm so respected by newspapers and magazines that when an order is received by a publication anywhere the advertis-

ing manager will be able to say: and the name of John E. Powers
"This is an order from Powers, is synonymous with modern Am-
Armstrong & Hanson, so I know it erican advertising.
is clean, acceptable, honest busi- Though only thirty-six years of
ness.' " age, "young" Mr. Powers (as he

After leaving Mr. Hanson, I is known) has already made an

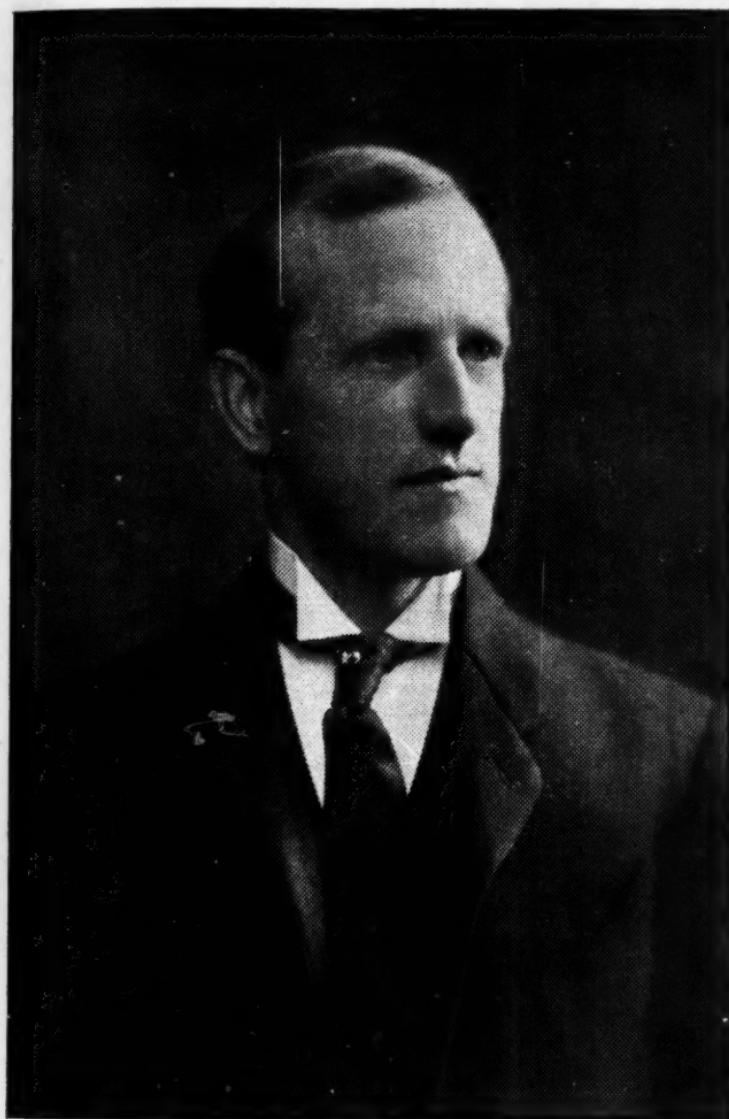


MR. M. F. HANSON.

went to the sixth floor of the build- enviable reputation in the adver-
ing (the offices of the agency) and tising profession. Had he held no
had a talk with both Mr. Powers other position than that of adver-
and Mr. Armstrong. Mr. John O. tising manager of John Wan-
Powers is "a son of the father," maker's Philadelphia store, he

would have gained sufficient prominence.

But his success with Wanamaker is only one link in the chain, and a failure. He then applied for a few lines about his preliminary position with Rogers, Peet & Co.



MR. JOHN O. POWERS.

training will prove readable.

After graduating from Harvard in 1891, he immediately started in business, buying refrigerator supplies and selling costly refrigerators.

Let him tell some of the story:

"Finding out that I was not a success in selling refrigerators, I applied for any position with Rogers, Peet & Co., and, being of-

ferred my choice between \$8 and \$10 a week, took \$8, with not much certainty of being able to earn that. Started in the bookkeeping department, and only managed to earn my money by working long hours. Then, fortunately for me, a place was made by the retirement of the correspondent of the concern, and it having been found out that I had some gift in putting words together, I was offered that position, with the hope in the mind of Mr. Chambers (then the junior partner of the concern) that I would get into the advertising. This happened in a few months, but very gradually, as I had to write about a hundred advertisements before I got one accepted, and that was only three lines in agate, as part of a detail of an advertisement which Mr. Chambers wrote. Then I was allowed to put an advertisement in the evening papers, and as it looked better in print than in manuscript, my responsibility gradually extended, and it was not long before I was doing all the advertising. They had been advertising three times a week in the principal papers, using, as I remember, about six inches. I cut it down to three and went in every day, and seemed to say about as much as was said before. I did this for three years, my position gradually becoming more valuable, and at the end of that time I was getting rather more than \$8 a week.

"In 1895, partly on account of my health and partly for personal reasons, I left Messrs. Rogers, Peet & Co., although they were good enough to want me to stay, and went to California. A few months after entirely recovering my health, I started doing advertising for various people at so much per day. Finally Messrs. A. Schilling & Co., the largest tea, coffee and baking powder house out there, decided that they wanted me with them all the time."

"My first work with Messrs. A. Schilling & Co. was to start a tea campaign in Utah, which we operated very successfully. After Utah, we took up the whole Pacific Coast and several of the mountain States and Territories, with the result that the sale of 'Schilling's Best' Tea (the tea advertised) was multiplied by three in two years. This was brought about partly by advertising and partly by inside manipulation and the management of salesmen, in which I had a very active part, they having about forty salesmen in that territory. Any one who knows anything at all about the business conditions of the Pacific Coast knows that 'Schilling's Best' Tea is more firmly established on that coast than any branded tea anywhere in the world, except some of the branded teas in England which have been on the market and advertised for many years.

"My Schilling experience firmly convinces me that there is great advantage in the full and close co-operation between the advertising and salesmanship, for I have never seen nor heard of any closer connection and less effort wasted between these two promoting functions of the business.

"In February, 1898, my work having been accomplished, and my mind looking toward the East, where the field was larger, we parted company, and I came East, immediately applying to Mr. John Wanamaker for the advertising of his New York store. After spending five minutes with Mr. Wanamaker, he, without seeing any of my work, told me that he wanted me somewhere, but he thought it was doubtful whether he could place me in the New York store, which I desired. I told him I didn't care to come to Philadelphia, and we were negotiating about the New York store when he was taken ill and had to go to Europe. When Mr. Wanamaker came back in the fall, he telegraphed me and I met him in New York, when he informed me that he could not give me the New York store, on which I proceeded to leave, and then he brought pressure to bear on me to come to Philadelphia, which I finally did. I stayed at Wanamaker's a year and three-quarters, and left there to join with Mr. Armstrong in this partnership."

(Continued on page 8.)

Six Hundred
and
Ninety-four Thousand
One Hundred
(694,100)

was the edition for

***THE SATURDAY
EVENING POST***

LAST WEEK

Nearly seven hundred thousand
copies a week for Three
Dollars per line

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA, PA.

Now a few words about Mr. Armstrong.

He, too, is a young man, being about thirty-four years of age. One of the biggest business men of Philadelphia said that "Mr. Armstrong is the best advertising man in Philadelphia."

And I guess he is not far from the truth, for Mr. Armstrong is a firm believer in advertising, and his earnestness and evident squareness carry other people with him. He is a particularly thorough and capable manager, besides.

He is an advertising enthusiast and believes that advertising is only in its infancy. Mr. Armstrong is the man who first convinced W. M. Ostrander of the efficacy of advertising real estate, and he placed Ostrander's first advertisement, which was a five-line card in the *Rural New Yorker*. Now Ostrander is spending over \$100,000 a year on advertising, every line of which is placed by the agency of Powers & Armstrong.

Mr. Armstrong was also instrumental in starting another national and international advertiser, Seymour Eaton, of Booklovers' Library and Tabard Inn fame.

The first card placed by Mr. Armstrong for Mr. Eaton was in the Philadelphia *Evening Bulletin*, and cost \$26. And now Mr. Eaton is spending thousands of dollars in advertising the Booklovers' Library, Tabard Inn Library and *Booklovers' Magazine*.

Mr. Armstrong started as a clerk on a country paper, and he knows the entire business of printing and publishing a country weekly thoroughly. After getting all the knowledge and experience on the country weekly, he got a position on a paper in a town of 80,000 inhabitants. Here he got more experience, and solicited and sold space in country and provincial town weeklies and street cars.

Having in mind a thorough knowledge of the magazine field, he turned his eyes magazine-ward, and secured a position on the *Ladies' Home Journal*, the magazine with the highest advertising rate in the country. One year of hard work on the *Journal*, and Mr.

Armstrong felt that he had equipped himself to conduct any kind of advertising campaign.

The acquisition of Mr. Hanson to the agency makes the combination almost ideal. Mr. Powers has no superior as a writer and designer of copy, and is equally versatile in planning and carrying out extensive advertising campaigns. Mr. Armstrong is a solicitor par excellence; a good office manager, and thoroughly familiar with magazine and weekly newspaper advertising. Mr. Hanson brings with him a general knowledge of advertising which fits him to handle large contracts, besides possessing a knowledge of daily newspaper advertising second to none.

Although the agency was only organized June 20, 1901, it is already placing the advertising of such well known concerns as:

Victor Talking Machine Co.,
Dr. D. Jayne & Son,
Booklovers' Library,
Tabard Inn Library,
W. M. Ostrander,
Franklin Motor Car,
"Banner Lyc,"
Practical Novelty Co.,
Johnson & Stokes,
Croft & Allen,
Millbourne Mills,
A. Colburn Co.,
Benzine-ated Soap Co.,
Fels-Naptha,
Pratt Food Co.,
George B. Evans,
Mitchell, Fletcher & Co.,
William H. Wanamaker,
Red Cross Brand Condensed Milk,
Camden Coke Co.,
"Mum,"
Columbia Yarns.

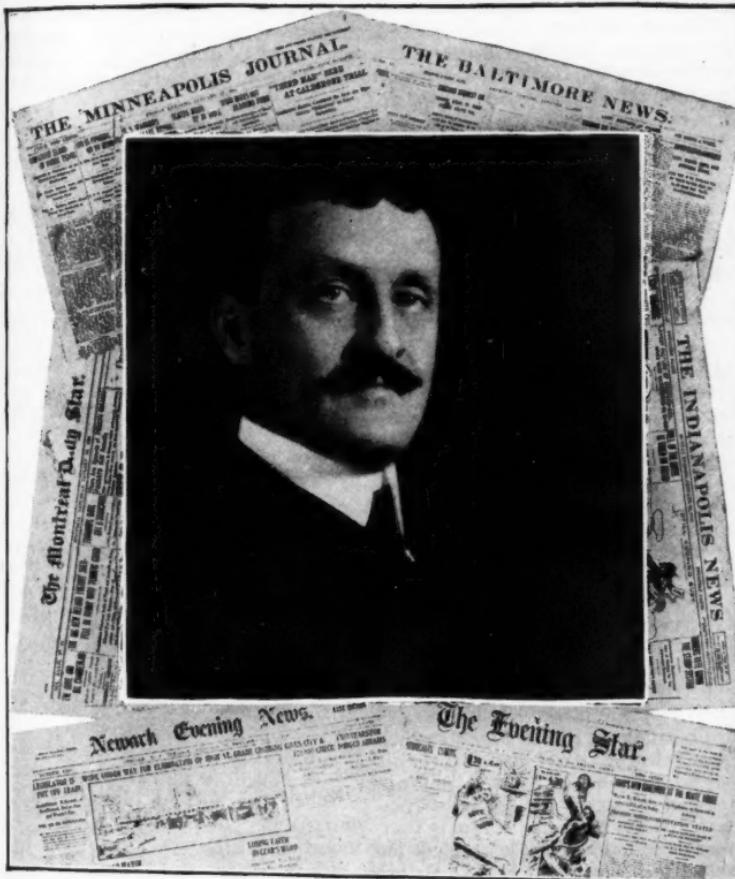
JOHN H. SINBERG.



WIRELESS TELEGRAPHY.

Little Lessons in Publicity—Lesson 24.

A Contented Man.



Contented Advertisers.

"Starke of New York" is a contented man because he represents six of the highest-grade, clean, home, evening dailies under one representation in the world.

Advertisers are contented because they get the best results from these papers at the lowest proportionate cost, making their advertising in them an investment the interest on which is compounded daily.

You will be contented if you use the "one paper" in "one-paper cities."

Tribune Building,
NEW YORK.

M. LEE STARKE,
Mgr. General Advertising.

Tribune Building,
CHICAGO.

Editor of Printers' Ink:

In the *Fourth Estate*, January 23d, a false, misleading and malicious statement appeared, evidently inspired, purporting to give the facts in connection with a recent letting of court or legal advertising in St. Louis. As the purpose of the article was to exalt the *Chronicle* at the expense of the other St. publication:

NEW LIGHT IN THE ST. LOUIS CASE.

PLAIN, CLEAR STATEMENT OF THE ST. LOUIS STAR.

THE "CHRONICLE" CHARGED WITH ALTERING AN AFFIDAVIT AND WITH ISSUING A DISTORTED ACCOUNT OF THE AFFAIR—ACCUSED OF SLAUGHTERING ITS ADVERTISING RATES—THE "CHRONICLE'S" INCOMPLETE AND MISLEADING STATEMENT LED TO A MISAPPREHENSION.

Editor of the Fourth Estate:

The article in your paper of Jan. 23d, referring to the court printing recently let in St. Louis, is misleading in so far as its statements refer to the St. Louis *Star*. The laws of Missouri require that any newspaper appointed to publish court advertising must have a circulation of not less than 5 per cent of the population of the city in which it is published. For many years it has been the custom to award the contract merely on the newspaper's guarantee that its circulation was not less than this 5 per cent of the city population as shown by the last U. S. Census.

The affidavit of the *Star* to which you referred was made for this particular purpose, and it did not pretend to represent its entire circulation, which is published regularly from year to year, the figures being given for each day. The *Star's* last circulation statement shows within a few hundred of an average of **65 000 for 1903.**

The affidavit in question made no mention of 28,761 copies, as stated in your article, or of any other specific number. The figures in your article were interpolated without authority by the *Chronicle*, and the statement that these figures were any part of any affidavit prepared by us is absolutely untrue. The affidavits of the *Star* and *Chronicle* were identical, each in strict conformity with law, establishing the minimum circulation of 5 per cent of St. Louis population called for

Louis newspapers, and particularly the *Star*, an answer to it was prepared by us, and though the *Fourth Estate* was promptly notified of the rank injustice done us by its publication, it has refused to publish our statement or make proper correction. The article, which is as follows, is therefore submitted to you with a request for

by the court. The *Star* did not care for this advertising at less than commercial rates, as is proven by its bid of 10 cents per line, which is its regular commercial rate. The *Chronicle*, whose card rate is 10 cents per line, bid 2½ cents per line.

Now for the leading facts about this bid, most of which the "Chronicle" has concealed. There was no showdown of circulation by the St. Louis *Star*, nor was there any complete and searching investigation of the statements of the St. Louis *Star*, *Globe-Democrat* or *Post-Dispatch*. The only real competition for this court printing and the only pretense of examination of circulation in connection with it was between the *Chronicle* and the *World*, a new and little known paper.

When the bids of the St. Louis newspapers were opened, it was found that the *Star* had bid 10 cents per line, the *Chronicle* had bid 2½ cents per line and the *World* 2 cents per line.

The *Chronicle* well knew and understood in making its bid that the *World* could not substantiate a circulation of 5 per cent, or 1-20 of the population of St. Louis, as required by law, and the circulation statements of the *Star*, *Post-Dispatch* and *Globe-Democrat* were not considered on account of the *Chronicle's* low 2½-cent bid. They were not in competition with the prices of the *Chronicle* and the *World*.

The *Chronicle* further knew that all other newspapers in St. Louis

except the *World* wanted the *Chronicle* to have this court printing. It is a dead, profitless and uninteresting line of business for a prosperous newspaper and a detriment to the paper from a reading and circulation standpoint.

The *Chronicle* does not wish it known that its only genuine rival for this business was the *World*, which it strangely did not mention at all in its disjointed and confused presentation of this matter to the public, but they were the only papers in close contest for it.

The St. Louis *Star* and the *Post-Dispatch*, the other two evening papers, though printing from 12 to 16 pages most of the time, did not care to place this unattractive advertising among their large line of regular advertisers and good current reading matter at less than their regular commercial rates. One can form an idea of the *Chronicle's* own estimate of its position for getting good commercial advertising and its relations as a newspaper to its readers when it is known that much of the time it prints only an 8-page paper—the *Chronicle* is the smallest paper printed in St. Louis—and yet is anxious to put a heavy amount of this dull advertising in its columns continually for two years at $2\frac{1}{2}$ cents a line. Of course, all St. Louis newspapers knew when the bids had been opened that the *Chronicle* would get this business, and there was no objection to it on the part of the other papers, but its low bid leaves the *Chronicle* in a position where it must explain to its foreign and regular advertisers (what it failed to mention when trying to create a false impression about the *Star*) why the *Chronicle* is so eager to take the poorest character of business a newspaper can be offered in such an immense quantity at $2\frac{1}{2}$ cents per line when it asks commercial advertisers a higher price for their live, active advertisements that are certainly much more attractive and better reading matter.

Plainly, the present management of the *Chronicle* is not in harmony with the elements that make for success, nor does it see or discern rightly that a worthy contemporary

is entitled to full fairness in public discussion of a matter of this kind, and that to the general advertiser is justly due a full, clean and clear statement instead of an insincere, partial, unfair and misleading one.

The St. Louis *Star* has just moved into its new \$500,000 ten-story building and equipment. The *Star* is successful, prosperous, making a nice annual profit with a first-class newspaper.

The growth of the St. Louis *Star* in both local and foreign advertising during the past two years proves it one of the strongest and most important advertising mediums in the country.

The *Semi-weekly Star*, with over 150,000 circulation per week, is recognized by the oldest and most important users of country circulation as ranking among the very first papers of its kind on the American continent. Our success in finding favor and increased patronage among readers, on both our *daily* and *weekly*, and our large volume of advertising, is a high recognition of our standing and merit.

With these explanations we are willing to let discerning and fair-minded advertisers draw their own conclusions as to the high standing and value of the *Star* as an advertising medium and as to what they think of the *Chronicle* that goes into print to brag about taking a lot of cheap legal notices at $2\frac{1}{2}$ cents per line.

Respectfully,

*The Star Publishing Co.
An Advertising Agency
Business Managers*

Dated St. Louis, Mo., Feb. 24, 1904.

We have little to add to the above except to say that at a letting of municipal advertising less than two years ago the *Chronicle* made affidavit that its circulation exceeded three thousand copies daily, that being the number called for in the bids. This shows that these affidavits are purely perfunctory and formal, and are merely intended to fulfill the requirements of the law. They clearly cannot be taken as statements of the entire circulation of a newspaper unless the affidavits so state, which was not the case with the affidavits sub-

mitted by the *Star*. When a second affidavit was asked for by the courts from all the papers, the *Star* complied, certifying that its NET PAID circulation was at least equal to 5 per cent of the population of St. Louis as shown by the last census. The *Star* had absolutely no interest in the controversy, since there were three lower bidders, the *Globe-Democrat*, *Chronicle* and *World*.

In conclusion, a statement issued by the Chicago *Daily News* and presented to the Publishers' Association at the Waldorf Hotel February 18, giving the advertising carried by English dailies in ten lead-

ing cities last year, shows that during the year 1903 the *Star* gained 311 columns of advertising, while the *Chronicle* lost 725 columns. This indicates the respective estimate placed upon the two papers by advertisers. Much more might and will be said, if necessary, concerning the standing of the St. Louis *Chronicle*, and the manner of the appearance of this false report in the *Fourth Estate* should occasion demand, but this will suffice for the time being.

For exact daily average of the St. Louis "Star" for 1903, see Roll of Honor, this publication.—*St. Louis Star*

SEEMS EASY TO HIM.

GOODSPEED & SON,
Tailors—Haberdashers.

ANN ARBOR, MICH., Feb. 10, 1904.
Editor of Printers' Ink:

The object of all advertising is to interest the reader in the thing advertised to such an extent that he will purchase it. To create this interest is the most difficult thing to do, especially in the retail business, where competition is keen and the article advertised can be had at a dozen different places at about the same price. Then how can you interest a man in your particular place of business to the exclusion of all others? If a large percentage of the buying public could be so interested you would have a business that would be an assured success. But, you ask, how can this be done? Do you think that you can get a whole town to buy of you to the exclusion of all others? To this I answer yes. But it can be done in only one way. To interest the whole town in your business, give them an opportunity to own an interest. For instance, the town in which I live is in the center of a rich farming district. There are at least 500 farmers who make this point their shipping center. Now, suppose that these 500 families could be induced to buy all their wearing apparel, shoes, clothing, hats, caps, dry goods, etc., at one particular place, this business of itself would make a pretty good business, would it not? Suppose there are 500 families in town who would also trade at this same place. This would make 1,000 families that you now have for customers. Say they spend \$100 a year each for these necessities. This would make an annual business for this store of \$100,000.

If this amount can be done, a capitalization at \$50,000 would be about right. Divide the stock into 5,000 shares at \$10 each; induce each one of these 1,000 families to buy from one to five shares and guarantee them a 6 per cent investment the first year, providing they will do all their trading at this place. The store can also guarantee to sell as cheap, or a little cheaper, than any competitor.

If the contract is fulfilled by all par-

ties concerned, what a business this would be! In order not to let interest lag, statements should be made quarterly showing the condition of affairs, and the usual newspaper advertising should be done to catch all the outside trade possible. Circulars should be mailed each stockholder when new goods arrive that would interest him.

This is no "get-rich-quick" scheme, but a strictly business proposition, and I believe if pushed half as hard as some of these gold mines and oil wells it would find ready purchasers of stock. Such an investment is in something tangible, and not in a hole in the ground that ten to one will burr all the money that unsuspecting stockholders can be induced to put in it.

For this reason I believe the investment would appeal to the average man with a little extra money drawing only 3 per cent. This is an opportunity for any man with little or no capital to start a business for himself, only requiring a little hustle and push.

To my knowledge this has never been worked, but I believe that if once fairly tried it would be an assured success.

H. S. GOODSPED.

UP AGAINST IT.

CORRY, PA., Feb. 19, 1904.
Editor of Printers' Ink:

With a client who desires to advertise in media reaching the keepers of cross-roads and village stores, what are commonly termed "country stores," we confess we are stumped.

Can you or your readers advise us how we may reach these store keepers by advertising?

We don't want to circularize from lists, but we want to get them to write the first letter. How are we to reach those interested in our proposition by advertising, that is, what media shall we use?

This agency is placing advertising principally in the farm papers, but for once we're "up against it."

Yours respectfully,
M. J. BERLINER ADVERTISING AGENCY.

THE AD SCHOOLS.

The February issue of the *American Advertiser*, published at Delhi, N. Y.—a PRINTERS' INK baby—is a commendable effort. It is dedicated to the "Woman in Advertising" and gives illustrated sketches of a number of women who have made a creditable record in the advertising field. It also contains a biographical sketch and full-page portrait of Mr. M. Lee Starke, and the nice things set forth about this aggressive gentleman are all true. A personal experience with an ad school, signed by R. M. Brannon, is described as follows:

I was very much flattered by your invitation to contribute a series of articles to your bright and readable magazine.

It has occurred to me that I might relate, with a certain degree of profit, an experience which I have recently enjoyed with one of the so-called "Ad Schools." I was attracted to this institution by the rich promises which it made in one of its glittering magazine advertisements. I saw visions of myself (after three or four months' tutorage) drawing something like one hundred per week, and naturally the spectacle pleased me. Acting on the impulse of the moment, I directed a letter of inquiry to this aforesaid seat of learning, and by the same mail I sent some of my work for criticism, and asked the "Professor" to tell me frankly whether he thought I possessed any ability for this line of work. By return mail I received the usual batch of testimonials, and a circular letter from the "Dean of the Faculty."

In this letter, although he emphasized the fact that each and every pupil receives his personal attention, and instruction direct from his hand, and that instruction made to meet the requirements of each and every individual case, yet he made no mention of the matter which I had mailed for his opinion. Clearly there was weakness in his own system. My letter in all likelihood had been promptly turned over to the correspondence clerk for reply. The clerk no doubt had fired my stuff into the waste basket, and after mailing me the usual bunch from Drawer 10 or 11, had returned to his routine duties.

The "Professor" gave me about a week in which to consider his glorious proposition and then came a second letter. It was a killer. Took me clean off my feet. Said he had reread my letter and found it to be grammatically correct, and ventured the prediction that with his hand to guide me I might stand at the head of my class. Such flattery and such a roseate prophecy made me blush to the roots of my hair, but still no reference to my cherished efforts. I had to ask myself this question and I now

put it to your readers, did the "Professor" read my letter? I am free to confess that I think not. Now it happens, Mr. Editor, as you know, and as one prominent ad critic has put it, I write ads for sheer love of the sport. It's about the only recreation that I indulge in. It also happens that the batch of printed matter which I mailed to the "University" has been very kindly received. PRINTERS' INK has been kind enough to compliment it very highly. It certainly must possess some merit to receive the endorsements of recognized authorities. And Mr. School Teacher said he had reread my letter and found it "grammatically correct." Thanks awfully—keep the change. But to return. There was yet a third letter from the principal of the academy, in which he set forth a plan of partial payments (installment furniture store scheme) for the tuition. It appeared to him that the question of price was the only barrier to my immediate matriculation. Strong in his own conceit, the question of my doubting his ability to teach had never entered his cranium—and has not to this day, and I am daily expecting another follow-up letter.

Now, Mr. Editor, I am anxious to learn and anxious to grow. I have never received any instruction in this line of work and these self-styled "ad schools" may after all be a good thing.

You don't always catch the biggest fish with the longest line—a two-line ad that is worded right will sell more goods than a page of type that tells nothing.—*White's Sayings*.

'TAINT good judgment to plant a field and then never cultivate it—it ain't good judgment to plant a store and then not cultivate it with advertising.—*White's Sayings*.

YOUR advertising, like every other department of your business, ought to grow as your trade grows.—*Jed Scarboro*.

PRINTER'S TERM ILLUSTRATED.



TOO LARGE A BORDER.

"UNCONSCIOUS CEREBRATION."

In a recent issue of *Batten's Wedge* these ads were reproduced, with the query "Which would you suppose to be original?"

The elder Mr. Powers originated the famous Macbeth index, as well as the old-style typography of the Macbeth ads. Both of these things appear appropriate to the advertising of Dixon pencils, while every time a pencil ad of this kind is printed the reader is reminded of Mr. Macbeth's index—so psycholo-

Crucible Co. would hardly have adopted such a style of advertising (eminently good for your purpose) without sound reasons. We shall be glad to publish these reasons if you wish to give them.

Yours respectfully,

EDITOR PRINTERS' INK.

JOSEPH DIXON CRUCIBLE CO.
JERSEY CITY, N. J., Feb. 16, 1904.

Editor of PRINTERS' INK:

We have no reason to give, and no one in his right senses could give, any good reason for such rank, bald-headed, out and out imitation. We are mad at *Batten's Wedge* for publishing it, although we cannot blame them, and we are mad at N. W. Ayer & Son, who let us into the hole, and we are mad at ourselves, for we have always flattered

**The "Index"
gets the right
pencil to the
right person.**

There's satisfaction for you every time you use a pencil—after you get the "Index." It's a 32-page book of pencil information we're glad to send free to any address on request. Write to-day to

Department "H"
JOSEPH DIXON CRUCIBLE CO.
Jersey City, N. J.

gists say. If the Dixon people adopted the Macbeth style deliberately no law had been violated, and perhaps no harm done. If the imitation was done unwittingly, it were clearly a remarkable instance of coincidence, and unconscious cerebration, and that sort of thing. In a spirit of inquiry the Little Schoolmaster sent the following letter, receiving the reply that is printed after it:

Office of PRINTERS' INK,
10 Spruce street.

NEW YORK, Feb. 12, 1904.
*Advertising Manager, Joseph Dixon
Crucible Co., Jersey City, N. J.*

Dear Sir—We notice that your company has lately adopted a style of advertising like that of the famous Mr. Macbeth. The resemblance is commented upon in the enclosed page from *Batten's Wedge*, which you have doubtless seen. Now, of course, it's none of our business, but it seems to us that a firm of the standing of the Joseph Dixon

**The "Index"
gets the right
Chimney to the
right lamp.**

MACBETH.

If you'll send your address, I'll send you the Index to Lamps and their Chimneys, to tell you what number to get for your lamp.

MACBETH, Pittsburgh.

ourselves that while we might not have any great originality, we certainly never imitated any one else. We got somewhat tired of picture advertising, and years and years ago we found that in advertising in trade and educational papers we got many responses from advertisements set up in plain type. We therefore suggested to Mr. Wood, of N. W. Ayer & Son, to set up some advertisements of that kind, concerning the little pamphlet which they had gotten up for us which, it seems, unfortunately bears the same title of that of the Macbeth Company. We suggested in our conversation with Mr. Wood that large, round-face type be used, such as others have used, especially the Macbeth Co., and the glaring fault, or rather the crime, of setting it up in absolute imitation of Macbeth's seems to lie upon the shoulders of the copy department of N. W. Ayer & Son; for, while it is true that proofs were submitted to us, we, in our haste, and in the confidence that N. W. Ayer & Son would always steer us clear of any such rock, simply noticed that it was in type and style such as we liked, never for a moment dreaming that it had been set up in exactly the

words of the Macbeth advertisement with the exception of "pencil" for chimney and "person" for lamp. We sincerely thank PRINTERS' INK for asking us for reasons before publishing, for we have certainly been sufficiently humbled in our own opinion to know that we had done anything of this kind, and, as we above intimated, we regret that Batten & Co. did not first ask why we had done this before giving us the publicity in the matter that they already have. Yours very truly,

JOSEPH DIXON CRUCIBLE CO.,
per Secretary.

N. W. AYER & SON,
Advertising, Newspaper, Magazine,
Outdoor.

300-308 Chestnut St.,

PHILADELPHIA, Feb. 17, 1904.
PRINTERS' INK, Jas. H. Collins, Editorial
Dept., No. 10 Spruce street, New
York City:

Dear Sir—Our clients, the Joseph Dixon Crucible Company, send us a copy of their letter to you under date of February 16. We do not know that anything need be added to what they have said, as we think the tone and contents of their letter must command it to you.

There are, however, one or two other details which may interest you. The word "Index" was applied to a booklet we prepared for them early last year, using the index arrangement to facilitate information as to what pencil was best adapted to any given use. When the new series of advertisements was to be prepared we began after conference to make plain type arrangements, and

pany's attention and ours was called to the matter, the advertisement was withdrawn (it had been intended for but one insertion), and a letter was written to the Macbeth Company, stating that there had been no intention to copy their work. The whole series has since been revised, omitting reference to the Index as such, although that is the name of the book, and a proper one under the circumstances. (It might be said in passing that we have not yet seen a copy of Macbeth's Index, and have no idea what it is like.) We do not see how fair-minded people can do more than has been done. We regret this occurrence, and yet we are sure there has been no intentional wrongdoing on the part of the Dixon people or ourselves.

We appreciate your courtesy in first submitting this matter to the Dixon Company, all the more because there are some publications who act on the theory that good character is an evidence of guilt, and find it more to their satisfaction to assume that a house of high standing has been caught red-handed, rather than to spend the postage and hear the other side. For ourselves we can only say that for more than thirty years we have stood steadfast for the right of property in ideas, and it is very annoying to be apparently placed on the other side by an unfortunate combination of circumstances. Those who wish to believe us guilty will doubtless do so, but those who regard us as innocent of the slightest intentional wrongdoing will be correct.

Again thanking you for your courtesy to the Dixon Company, we remain,
Very truly yours,

The "Index" gets the right pencil to the right person

It points the way to pencil satisfaction. A 32-page booklet Address Dept. U., Jos. Dixon Crucible Co., Jersey City, N. J.

did set up half a dozen or more distinctly different ones. Among others were a few in Caslon type. Some of these were pencil advertisements, and some graphite advertisements, and some were reproductions of handwriting. Among the latter was this advertisement in question, "The Index Gets the Right Pencil to the Right Person." This was suggested by the writer, and written in his hand, without any thought of Macbeth or a sight of that particular advertisement of his. We enclose you proof of the earlier form, and think you will agree with us that it does not strongly suggest Macbeth. Now, when this particular advertisement was put in type by our copy department, a most remarkable result was produced, but even then we did not notice it until its first appearance in the paper. Once the Dixon Com-

of a man on trial for forgery it is told he asked of the Court, "Does the plaintiff in this action maintain he has a copyright or patent giving him the exclusive use of the letters of the alphabet that constitute the spelling of his name?"

Voltaire wrote "Candide," Dr. Johnson produced "Rasselas." "If they had not been published so closely one after the other that there was no time for imitation, it would have been vain to deny that the scheme of that which came latest was taken from the other." So wrote Dr. Johnson, commenting upon the similarity.

The managers of the business of N. W. Ayer & Son are too able, too successful, too competent in every way, to wish to appropriate that which is not their own. That they chanced upon a sentence some one had framed before was unlucky for them, annoying to the Dixon people, but after all has done no real harm to anybody.

THE PHILADELPHIA "ITEM" GETS FAIR TREATMENT.

Under date of February 17, 1904, the following letter was received by the editor of the American Newspaper Directory:

PHILADELPHIA, Feb. 16, 1904.
Jos. G. Fogarty, Esq.:

Dear Sir—I am willing to give you a page ad for your Directory, and also a foot note, but would like *fair treatment*, which I have not had in years past.

I have sent you a sworn affidavit of circulation. Are you willing to credit me accordingly, without marks throwing a doubt on the matter?

(Signed) HARRINGTON FITZGERALD,

Manager.

I would also give some advertising to PRINTERS' INK if they were fair.

P. S.—1. The *Item* must be a pretty good paper when the theatres (22 in number) abandoned all the papers, morning, evening and Sunday, and selected the *Item* as the *only* daily and Sunday Philadelphia paper to advertise in.

2. Gimbel has just withdrawn his whole page ad from the *Record* and *North American* and given it to the *Item*.

3. The lawyers have withdrawn their legal advertisements from the Philadelphia papers, and use the *Item* exclusively.

Mr. Fitzgerald says that he had not received fair treatment in years past at the hands of the editor of the American Newspaper Directory and he lays stress upon the fact of having sent him a *sworn* affidavit of circulation to be embodied in the forthcoming issue of the Directory for 1904—its thirty-sixth annual revision—which will appear in April. The affidavit so mentioned swears to a daily average circulation of 188,875 copies during the year 1903 and 208,691 copies for the Sunday issue.

In the 1903 edition of the American Newspaper Directory the *Evening Item* is catalogued as follows:

EVENING ITEM; every evening except Sunday, and Sunday morning; daily eight, Sunday sixteen pages 18x28; subscription—**daily \$2, Sunday \$1;** established 1847; The *Item* Publishing Company, publishers' Office, 28 & Seventh street (3-5). **Circulation—Daily:** In 1898, #### **Sunday:** In 1898, ####

Publisher's announcement. — The **EVENING ITEM** has a *sworn* daily circulation of 187,844 and the **SUNDAY ITEM** a *sworn* average circulation of 204,009. **THE ITEM** is now the *only* daily paper in Philadelphia that *swears* to its circulation, and proves it by detailed statements of the sales by dealers, stores, etc.; also *sworn* to by the Circulation Manager and verified by the Paper Company. A \$5,000 challenge by **THE ITEM** to all the Philadelphia newspapers, offering to prove that **THE ITEM** had *more circulation than any one*, daily and Sunday, has been standing since October, 1902, without acceptance. The above facts prove, indisputably, that **THE ITEM** has *more paid circulation than any Philadelphia newspaper.*

It will be noted that in the seventeen line Publisher's Announcement, which is a paid advertisement costing a dollar a line, the *Item* is allowed to do itself full justice.

It will be noticed that the *Item* is credited with neither a figure nor a letter rating, but with the marks ####, which are explained as follows:

The editor of the American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper, but to this offer the publisher's response was not such as to remove the impression of doubt that had been cast on the accuracy of the statement furnished.

When the above letter of Mr. Fitzgerald was shown to PRINTERS' INK, it was decided to institute certain inquiries with a view not only to giving fair treatment to the *Item*, but also of keeping out of the pages of the Directory and PRINTERS' INK advertising likely to mislead those who should be influenced by it.

The letter was submitted to a number of advertising men, news-dealers and pressmen in Philadelphia. By these it was asserted that the circulation of the *Item* is not over 50,000 and is nearer 40,000. The other assertions with which Mr. Fitzgerald reinforces his letter were explained in a manner that did not reflect any credit upon the somewhat ingenious manipulation of facts by the publisher of the *Item*.

After due deliberation, the editors of the American Newspaper Directory and of PRINTERS' INK have decided that if Mr. Fitzgerald will permit a representative of the Directory to make an investigation of his circulation and that representative finds that Mr. Fitzgerald actually does print half as many copies as he swears he does, then, in that case, the editor of the Directory will insert for Mr. Fitzgerald a page advertisement in the

Directory, in the most prominent position ever sold; also a Publisher's Announcement not exceeding a hundred lines, for which the usual charge is a dollar a line; and PRINTERS' INK will give the *Item* the double center pages for one insertion, for which the regular charge is \$120, ALL FREE GRATIS, IF Mr. Fitzgerald satisfies the representative of the Directory that he does in fact print half as many copies as he swears he does. The examination proposed shall be wholly at the expense of the Directory; the only thing required of Mr. Fitzgerald being to give the Directory representative the facilities he needs to gain such information as will enable him to ascertain substantially what the facts actually are.

THE COMMON MAN.

His not to hear the wild hurrah
Loud hail his honored name;
His head was never reared to wear
The laurel wreath of fame.

Not in the records of great deeds
His mention shall appear;
He simply lived and simply died,
A leaf that lasts a year.

He rode not on the topmost wave
Lapped in a diamond cup;
He was an atom of the sea
That holds the bubble up.

The froth upon the surface rides
Serenely light and fair;
But ah! the strong tides lie below
That patient keep it there.

What of the world if this deep tide
Should sudden pass away?
The best of earth would helpless lie
Low in the ooze and clay.

The man within the humble cot,
Of whom no poet sings—
His hand, obscure, unseen, unknown,
Upholds the thrones of Kings.

For good or bad, his silent will
Works on while years go by;
Fate speaks from out the lowly home,
And nations rise or die.

It is the soul that makes men great,
And not the empty name;
Earth's greatest heroes live not in
The chronicles of Fame.

Mankind withholds its grudging meed,
And has since time began;
Yet Truth must crown with laurel wreath
The obscure Common Man.
—Lowell O. Reese in San Francisco
Bulletin.

1903 A RECORD YEAR
FOR THE
Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 222 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for
1903 : Sunday, 191,317;
Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

CLIPPED AND PASTED.

"May I print a kiss on your lips?" I said,
And she nodded her sweet permission;
So we went to press, and I rather guess
We printed a full edition.

—*The New Yorker.*

Zeke Meadowgrass—"Thar' be one thing in favor uv th' barbed-wire fences, ef thar' hain't narry other."

Cy Corntassel—"What be that, Zeke?"

Zeke Meadowgrass—"Them pesky patent medicine fellows can't paint liver regulator picters on it, b'gosh!"—*Memphis Commercial Appeal.*

Farmer Hornbeak (in the midst of his reading)—Wa-al, I'll say for him, the editor of the Plaindealer can be the sarcasticest feller I ever saw, when he tries.

Mrs. Hornbeak—What makes you say so, Ezry?

Farmer Hornbeak—Why, in this week's issue, the department entitled "Local Intelligence" is only about three inches long.—*Puck.*

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros.

Actual Average Circulation, 145,448
Rate, 35c.

THE WANT-AD MEDIUMS OF THE COUNTRY.

■ Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

■ Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average, 1902, 5,111 copies.

The GAZETTE carries more Want ads than all other Arkansas papers combined. Rates, 10. a word. Minimum rate, 20c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1902, 36,654 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, February 14, contained 2,967 Want ads, a total of 79 2-10th columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is five cents per line each insertion, seven words to the line.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (©) carries DOUBLE the number of WANT Ads of any other paper in Washington, and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

INDIANA.

THE Indianapolis NEWS in 1902 printed 125,814 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 364,123 separate and distinct paid Want advertisements.

THE Star League newspapers, Indianapolis, STAR, Muncie STAR and Terre Haute STAR, are the leading Sunday "want ad" mediums in the State of Indiana.

The combined circulation of these dailies is guaranteed to be over 130,000 daily. Classified rate, one cent a word per insertion in any one paper, or two cents per word for all three papers. All copy should be mailed to STAR LEAGUE, Classified Advertising Department, Indianapolis, Ind.

KENTUCKY.

THE Owingsboro DAILY INQUIRER carries more Want ads every week than any other Owingsboro newspaper carries in any month. Eighteen words one week, 25c.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free,

MINNESOTA.

THE Minneapolis JOURNAL carries more Want ads than any other daily paper in the Northwest. In 1902 the JOURNAL's Wants exceeded any other Minneapolis daily by 40 per cent.

MISSOURI.

THE Joplin GLOBE is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City TIMES (morning), The Kansas CITY STAR (evening) carry all of Kansas City's "Wants." The Kansas City SUNDAY STAR prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. DAILY STAR, Lincoln, Neb.

NEW JERSEY.

THE Elizabeth DAILY JOURNAL carries more Want Ads than all the other English dailies published in Elizabeth combined.

NEW YORK.

THE TIMES, OF ALBANY, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK published weekly. The recognized and leading Want medium for want ad matter, mailing order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

IN New York City the STAATLICHE ZEITUNG (©) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis

OHIO.

THE Dayton, O., HERALD has the call for classified advertisements in Dayton. It's the home paper and gives results.

THE Toledo DAILY BLADE is the recognized "Want" medium of Northwestern Ohio. Excepting one Cincinnati publication, it publishes more "want" advertisements than any other newspaper in Ohio.

THE NEWS' price for want advertising is twice that of any other paper in Dayton, and it carries 40 per cent more than its nearest competitor. During the year 1902 it gained 33 per cent over 1901, and carried 5,954 more wants than its nearest competitor.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

THE Philadelphia RECORD is the reliable Want advertising medium of Philadelphia, because it has both the quantity and quality of circulation—the best and largest in Pennsylvania. Its columns are not "padded"—every classified advertisement it publishes is paid for by the advertiser and represents a genuine want. In 1903 THE RECORD printed nearly 600,000 lines of classified advertising more than in 1902, and this average gain of 50,000 lines per month will be greatly exceeded in 1904.

PHILADELPHIA.—THE EVENING BULLETIN. If you have not received the right returns from your want advertising in Philadelphia, try the BULLETIN. BULLETIN Want Ads pay, because in Philadelphia Nearly Everybody Reads the BULLETIN. The BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The BULLETIN will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., DAILY NEWS will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, ½ cent subsequent insertions.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,416 aver. 1 year) and the recognized want advertising medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

CANADA.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

HIS NEW HOPE.

MINNEAPOLIS, Minn., Feb. 16, 1904.
Editor of PRINTERS' INK:

The last few months I have been an interested reader of PRINTERS' INK. My acquaintance came about as follows:

Last summer I noticed an article in one of the national magazines on the possibilities offered in the advertising field which interested me, and being a young man with ears and eyes opened to get in line for a profitable business I began to consider the advisability of taking up this work. Soon after advertisements began to crowd every magazine and paper with such luring promises as "Your salary increased from fifty to two hundred dollars a week. Study advertising, the new field, where the demand exceeds the supply." Having been already interested in this work, I wrote several advertisers and received their booklets, propositions, etc. These were composed of copies of letters from those already successful, clever word pictures of the wonderful opportunities in this work to receive immediate and profitable remuneration. I finally decided on one of the so-called schools and began the study of advertising under the personal instruction (?) of a high-grade advertising man. The first two or three lessons showed some attention on the part of the instructor and received fair criticism. Soon, however, the letters of criticism

dropped from a page in length to a half page, and then to two or three lines wonderfully uniform in their style and their expression of encouragement, being merely, "Very good; put lots of time on this class of the work." I began to see that I was not receiving any benefit from my labors, so I put notations on the work sheets asking for special criticism on several points in the work, and later even writing letters and placing them in with the lessons, relative to some matters which I did not understand and wanted further advice upon. These were returned without even a comment, the old reliable "very good" style being adhered to. It became apparent that the toga of "personal attention" had fallen on some ten-dollar clerk who could also wield a typewriter when the matter was not too complicated or too long. Reason alone would bear this out; for two hundred pupils (which number would not pay enough in fees to cover the amount expended in advertising), each sending in two lessons a week, would keep one man busy, spending only ten minutes on each lesson, eight hours a day and six days a week, and it is not at all probable that a first-class advertising man would spend all his time in looking over the work of beginners. I soon gave up in disgust.

My new hope came when I met the Little Schoolmaster, and I began a new and independent course under his tutorship. I find he is both interesting and instructive, and I am laying many plans for the future entrance into this field of work. With every reading I find new ideas and new thoughts in the columns of PRINTERS' INK.

Yours truly,

HENRY BENTON,
602 Oneida Building.

THE ROYAL BAR-LOCK TYPE-WRITER.

HEAD OFFICES AND WORKSHOPS,
198 Upper Thames Street,
LONDON, E. C., Feb. 10, 1904.
Editor of PRINTERS' INK:

I have been a subscriber to your publication for several years, each copy being carefully read.

I note in your issue of January 20 an interesting article on typewriter advertising. The writer of the article, however, has not quite acquired a full knowledge of the subject of typewriters, as at the bottom of the column on page 4 he makes a statement, "No visible writing machine has a double keyboard." He evidently overlooks the important fact that the double keyboard was introduced by a visible writing machine; in other words, the Columbia Bar-Lock not only was the first machine introduced with visible writing, but it was also the first machine manufactured with the double keyboard.

I shall be glad if you can find space to insert this letter to correct what no doubt was an unintentional error.

Yours faithfully,
W. J. RICHARDSON,
Managing Director.

DEPARTMENT FOR MANUFACTURERS AND WHOLESALERS.

By Edmund Bartlett, 150 Nassau St., New York.

The most conspicuous phase of modern advertising is that which appears in the newspapers, magazines, streetcars, on billboards, etc.; but there is a rapidly growing field of advertising which is comparatively unknown to the general public.

The development of advertising in the public prints has opened the eyes of enterprising business men to the possibilities of exploiting goods of a distinctly "trade" nature through the mails and trade papers.

A large number of manufacturing and wholesale concerns which formerly depended entirely upon salesmen to sell their goods now market their output almost wholly by means of advertising.

Others employ advertising to assist their salesmen in obtaining larger and quicker returns than they could possibly obtain unaided.

* * *

The plan of a manufacturer who wishes to market a product used for some strictly trade purpose differs materially from that of a manufacturer who seeks to reach consumers.

If, for instance, you wish to advertise a brand of fruit juice for soda water use, it would manifestly be unwise to use newspaper, magazine, streetcar or billboard space—because even if you spent many thousands of dollars in this way you could not possibly induce enough soda water drinkers to demand a particular brand of fruit juice in their soda to make the undertaking profitable.

This is one of the cases in which the consumer does not figure.

If fruit juice was one of the widely-advertised articles sold to consumers *in original packages*, then the consumer might demand and receive from his dealer some particular brand.

But it happens that the juice is made up into syrup before being served to the customer—and it is impracticable to prepare the syrup before the customer's own eyes.

He does not know whose juice is used, and in fact doesn't care. He is interested in good soda—not in the particular ingredients from which it is made, save only that they are of good quality.

As the soda water dispenser is the sole arbiter in the case, the fruit juice manufacturer advertises direct to him and does not worry about the consumer.

* * *

Essentially the same condition applies to a number of other "trade" lines.

Some years ago a large varnish manufacturer used large space in magazines to induce buyers of varnished things to demand that his particular brand of varnish be used on their coaches, carriages, pianos, yachts, etc.

It is certain that a great many people did specify this varnish, but unless they happened to be right on the spot when the work was done there was no guarantee that some other brand equally good was not substituted—as indeed it was in many cases.

A number of carriage manufacturers, when questioned about the matter, will tell you confidentially:

"Oh, yes, we keep a few cans of So-and-So's varnish to show to people who specify it; but to save their souls they couldn't tell the difference between that brand and a half-dozen others after it was applied. We use the brand we like best; we are experts and think we know what should be used better than our customers."

A case like this is totally different from that of a dealer who is compelled to handle, even against his will, a widely-advertised article

to the general public because of the demand.

If he attempts substitution with a branded article sold the consumer in original packages, the consumer usually finds it out.

In the case we are considering he has no means of detecting substitution.

So it happens that when your goods are used as a component part of some other man's product or skill, you had better put most of your effort on getting that man solid and not worry too much about reaching the final consumer.

And the quickest and most effective way of reaching the aforementioned man is through the mails or trade papers, usually in connection with traveling salesmen.

Other methods may have a good moral influence, but they are usually too roundabout and expensive.

* * *

Here is a little personal experience showing the value of intelligent and systematic advertising through the mails and trade papers in the case of a large manufacturing concern that had always sold its goods entirely through salesmen.

Owing to a peculiar trade condition this concern suddenly found its margin of profit cut in half.

This made it out of the question to continue selling through its large force of salesmen—the selling expense would have wiped out nearly the entire margin.

But the goods had to be sold in some way, and in an even larger volume than before.

After a careful canvass of the situation it was decided to try the experiment of making advertising do the work of the salesmen.

As a preliminary plan a list of all customers and prospective customers in the salesmen's territory was compiled and the advertising machinery set in motion.

Everybody was reached in two or three weeks with a good, live, interesting story quoting prices and giving other information which made it quite as easy for buyers to send in orders by mail as it had been to give them to the salesmen.

The good effect of this work was

immediate, and after continuing it for some months to make sure of its ground, the house dispensed with its salesmen and sold practically its entire output entirely on the strength of its advertising.

The article was not a novelty or a monopoly, but everyday goods on which the competition was "fierce."

Moreover, the sales ran into several hundred thousand dollars a year.

It would seem that other houses could do the same thing under similar conditions.

At least they could, by means of persistent and systematic work, so thoroughly convince buyers of the merits of their products before the salesmen appeared on the scene, that the salesmen could put all of their effort on clinching the sale.

The trouble in looking for trouble is that it unfits your focus for seeing anything else. The habit can get so fixed that a man can see trouble with his eyes shut.—Jed Scarboro.

The time to visit the never-advertised store is when you are looking for something out of date.—White's Sayings.

An ungrammatical truth about your business is better than the most polished lie.—Jed Scarboro.

You Talk To 50,000
Live Railroadmen

When You Advertise in the Locomotive Firemen's Magazine

Survey Circulation 1903

January	47,662
February	42,250
March	49,100
April	49,106
May	56,380
June	56,640
July	57,450
August	57,100
September	51,370
October	51,205
November	52,840
December	53,150
Total	587,436
	58,619

For Rates and Advertising of Circulation Address
JOHN F. McNAMEE
Editor and Manager
Commercial Club Bldg.
Indianapolis, Ind.

With Every Reader a Probable Patron
The Advertising Problem solves itself

A YOUNG MAN FROM DES MOINES.

When it was announced that the New York *Commercial Advertiser's* name would be shortened to the *Globe*, and its price shortened to one cent, the departure attracted little attention from those who follow New York newspaper gossip. The *Commercial Advertiser* had long been among the minor newspapers that eke out an existence somehow. Among these minor dailies there is always a certain amount of activity. They pass into new hands from time to time, the new owners announce large plans for reconstruction, and then there is a large, costly fizzle. The *Globe's* change of policy was not even accompanied by announcements, other than the advertising campaign started to attract readers. Most of the gossips concluded that the publishers of the *Globe* had got hold of a few hundred dollars, and were wasting it in newspaper space. When it was gone the paper would drop out of sight again.

This advertising campaign will probably be continued, however, for an interesting young man is behind it. His name is Samuel Strauss, and he arrived in New York in November, coming from Des Moines, Iowa. Nobody in the metropolis had heard of him before, apparently, and he is still unknown to the majority of advertising and newspaper men. It is very evident, though, that he is to be a real factor in the New York daily newspaper field. When he became publisher of the *Commercial Advertiser* its circulation, according to statements from the office, was hovering around the 18,000 mark, with just the slightest tendency to increase. The paper was sold at two cents. It was the oldest daily in the city, very conservative, dry and learned. The *Commercial Advertiser* was, in fact, a little sister to the *Evening Post*, and when the change in policy was announced, the staid *Post* noted with regret that it had become a yellow journal, and really felt bad about it for a day or two.

Mr. Strauss spent two months shaping the paper editorially. The dry heads over news stories were replaced with pithy sentences that caught the eye and aroused interest. The stories themselves began with brisk sentences instead of a paragraph of men's names. Live correspondents were secured at centers of news interest, one novelty in New York journalism being a letter from Chicago. A dozen little departments were started for telling different sorts of news in gossipy paragraphs, each with its own particular head. The scissors were called into requisition to fill out the pages with the encyclopedic miscellany peculiar to British newspapers, which has been looked upon with disfavor by sensational editors in this country of late years. A point was made of printing a great deal of reading matter, a wide variety, giving stuff with some solidity and information, dishing it up attractively.

When these innovations had been completed and the paper met Mr. Strauss' notion of what a paper should be to succeed in New York, he reduced the price, changed the name and began to advertise. The *Globe's* advertising began February 1. It was a much heavier campaign than appeared on the surface, for besides the large ads in New York and Brooklyn dailies, the papers of Jersey City, Newark, Elizabeth and Paterson were used, as well as New York street cars, elevated trains, billboards and some of the magazines that have a metropolitan circulation. By special arrangement with the American Tobacco Company the *Globe* secured its electric bulletin boards, the finest in New York in point of location. Fifty thousand small geographical globes were sent out by mail, chiefly to school children, and this symbol of the paper's name was utilized in other ways. Special prices were made to newsboys, and though the paper was made non-returnable the greater profit gave an incentive to push sales and take care of demand created by advertising.

Two weeks after the advertising began, on February 16, the *Globe's*

pressroom reports showed that as the *Globe*—a solid, informing, dignified paper, quiet in tone, yet according to the publisher's statement. Mr. Strauss believes that a daily circulation of 125,000 will be attained by June 1, and the present press capacity is being severely taxed. His advent into the New York field was made according to well considered plans, based on study of metropolitan newspaper conditions. He has had seven years' experience as publisher of a daily in Des Moines, which began when he took the *Leader* in that city, almost worthless as a property, and built it up to influence covering the whole State. Later he was instrumental in founding the Des Moines *Register* and *Leader*, in which daily he still owns an interest.

"For a long time I have felt that there was a field in New York for a high-class one-cent afternoon daily. This is the first time that an attempt has been made to popularize such an afternoon paper as the *Globe* in this city. I see no reason why an evening paper of the best quality cannot be circulated to the extent of the sensational dailies. The yellow journal has established new records in newspaper publishing because it has educated new readers. The circulation of newspapers has increased manyfold faster than population the past ten years. I know cities in the West where, though the increase in population has been only twenty per cent, the growth of newspaper circulations has been 100 per cent. The sensational paper is to be credited with much of this increase, because it has reached classes that have never been newspaper readers. The success of the yellow journal does not lie in its qualities as a newspaper, but in the way it is advertised and promoted. It has educated a great many of its readers to the appreciation of papers more dignified in tone. Some publishers have lately seen this and modified their policies. The New York *World*, for example—and particularly its morning edition—is almost conservative in policy. I believe that the New York public is ready for an evening daily such

as the *Globe*—a solid, informing, dignified paper, quiet in tone, yet taking advantage of the ways of making news attractive that have been developed in the past ten years. It seems to me that the sensational journal has estimated the New York public too low. There are lots of people on the East Side, for example, who are not classed as intelligent, yet the ruling passion of the East Side Jew is for education; nor are they the only thinkers over there. The sensational newspaper has been close to the newly-arrived emigrant because it is easily read. As soon as he masters English and begins to think in English, he will naturally want more serious reading. It is simply stating a fact in human nature to say that the masses like to read such a paper as their betters read, just as they want to wear clothes, and eat food and live in houses like those who have larger incomes than they. One interesting fact we have learned since the advertising began is that where only two or three copies of the *Commercial Advertiser* went to the Mills Hotel we now sell between forty and fifty copies of the *Globe* there.

"The increase in newspaper readers has been largely among the classes who must read an evening paper. The workers have no time for a morning daily. This accounts for the growth of the evening daily, while the morning paper has lost nothing thereby. There is a distinct difference between the morning and evening paper. The old, old story about most of the news happening in daytime, and therefore being more conveniently printed in the evening paper, is true. The morning daily is more in the nature of settled history, because more time can be given to its production. The evening paper must be lighter in tone than the morning paper. That is, with as great attention to truth and the serious news, it must be cast in a form that makes for easy reading. Not because the readers of the evening paper are inferior in intellect, but because all newspaper readers are more or less fatigued

at night, and can't give the fresh, close attention to news and editorials that is possible in the morning. Such a paper as the *New York Times* is pretty heavy reading at night, be the reader ever so bright. It has the precise tone for the morning reader. The evening paper ought to conform to a dictum of Stevenson's, 'For heaven's sake, dear man, give us gossip.' That's what we try to give in the *Globe*—clean, true gossip."

Mr. Strauss is thirty-three years old, and was born in Des Moines, his father having a large wholesale millinery business there. His tastes ran toward writing and newspaper making, and after schooling in Germany he returned to Des Moines, where he purchased the wreck of the *Morning Leader* seven years ago. This paper, established in the pioneer days of Iowa, had been mismanaged until it was regarded as the most hopeless case in the State. Young Strauss bought newspaper brains, however, made a good newspaper and then promoted it by good advertising. In a short time it was one of the most influential dailies in Iowa, and its publisher since then has won friends high in the government. The heavy advertising that has marked the paper's introduction to the greater New York public will be continued, the publisher announces, and will be followed by as vigorous a campaign for advertising patronage as soon as the paper's mechanical plant has been enlarged to take care of a big circulation.

JAS. H. COLLINS.

THE adman ought to follow the ant's example and lay by a surplus store of ideas for use when his think box goes dry.

KEEPIN' a store nice is like Sally and her ironin'—takes a slick here and rubbing there and a polish over it all.

CORRECTIONS IN THE LIST OF ADVERTISING AGENTS.

MONTREAL, Feb. 15, 1904.

Editor of Printers' Ink:

In your issue of February 10th you have a list of advertising agents of the United States and Canada. We regret that through an oversight of the Publishers' Commercial Union our name was not included in that list.

Our agency is well established here, and has been for years. It is duly recognized by all leading newspapers and magazines throughout Canada, we having placed a considerable amount of advertising with them.

The Montreal representative of the P. C. U. will write to headquarters asking them to kindly have our name inserted in your list. You can ascertain the standing of our agency by communicating with the Montreal agent or any of the leading dailies in Canada.

Respectfully yours,
THE HARVEY ADVERTISING AGENCY OF
MONTREAL,

Per K. S.

Arbuckle Building,
367-373 Fulton Street,
BROOKLYN, N. Y., Feb. 19, 1904.

Editor of Printers' Ink:

I understand that you recently compiled a list of advertising agencies in the United States. The list, I am told, included in Brooklyn, Desmond Dunne Company, B. R. Sherwood and one other unknown.

I have been in the agency business over two years, but in the advertising about ten, and am placing the business for over 100 advertisers and devoting my entire time to newspaper and magazine advertising exclusively. I would appreciate my name being placed on your future lists. Very truly yours,

H. T. MEANY,
Newspaper and Magazine Advertising.

Here is one candid author who tells the truth to his journal:

"I generally take a run every day—but not for exercise. The butcher and the baker are either on my doorstep or ten yards behind me. That's why I run!"—*Atlanta Constitution*.

"Help! Help!" came the cry of distress through the midnight stillness.

The policeman in the neighboring doorway stirred uneasily. "Advertise in the want column," he muttered, and resumed his nap.—*Philadelphia Press*.

WE desire to get in communication with a few of the finest and most artistic job and catalogue compositors in the United States with a view to permanent employment. Must be "Typographical Architects" with the best of references as to character and ability.

THE BARTA PRESS, 28 Oliver St., Boston, Mass.

Advertising Agencies.

ALABAMA.

A-Z ADVERTISING CO., Mobile, Alabama.
A Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. FAC-
FI COAST ADVERTISING, 25c. copy; \$2 year.

DISTRICT OF COLUMBIA.

\$5 FOR 3-line Want Ad in 15 leading dailies.
Send for lists and prices. L. P. DARRELL
ADVERTISING AGENCY, Star Bldg., Wash., D. C.

GEORGIA.

THE oldest advertising agency in the South. Successful campaigns planned to suit the peculiar conditions in the South. We are on the ground and have a large and experienced force in every department. Write for booklet, etc. THE MARSINGALE ADVERTISING AGENCY CO., Atlanta, Ga.

ILLINOIS.

GUNDLACH & GUNDLACH, 115 Dearborn St., Chicago, newspaper and magazine advertising in U. S. and Canada. Rates supplied also for Spanish-American and European publications.

FOR one firm we sold \$150,000 worth of goods at a cost of only 4½ per cent—they were paying salesmen 6 per cent. We will be glad to furnish further particulars upon request.

MARSH ADVERTISING AGENCY,

New York Life Bldg., Chicago.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy. Louisville, plans, prepares, places adv'g; newspapers, maga-

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

MASSACHUSETTS.

A. T. BOND ("Bond, of Boston")
16 CENTRAL STREET,
BOSTON,

Recognized Advertising Agent, gives personal attention to his clients' best interests, irrespective of any commission or discount inducements. Original and effective designs prepared, with consistent text. Business placed in any medium.

MINNESOTA.

DOLLENMAYER ADVERTISING AGCY., Tribune Bldg., Minneapolis. Recognized agency of the Northwest; gives small accounts proper attention. Members American Adv. Agents' Ass'n.

NEW YORK.

O'GORMAN AGENCY, 220 Broadway, N. Y.
Medical journal advertising exclusively.

GREIG ADVERTISING AGENCY, 719 St. James Bldg., N. Y. Newspaper, Periodical and Outdoor Advertising. Large or small contracts accepted. Consult us before placing your advertising.

GEORGE P. HOWELL & CO., 10 Spruce St., N. Y., Estd 1866; 24 words in 24 best daily papers for \$15—classified; cash with order. Plans for introducing and advertising manufactured articles.

NORTH AMERICAN ADVERTISING CO.—Organized by advertisers to give advertisers a square deal. F. L. Perine, pres.; W. W. Seelye, vice pres.; F. James Gibson, sec.; Baxter Carter, treas., 100 William St., New York.

HICKS NEWSPAPER ADVERTISING AGENCY.

(ESTABLISHED 1869.)

122 Nassau Street, New York.
WILLIAM HICKS. FRED G. RUSSEL.
One of the agencies in the list published by PRINTERS' INK as "thoroughly reliable." Thirty-five years' business experience at the service of advertisers who desire to use the leading newspapers and magazines.

OHIO.

CLARENCE E. RUNNEY, Runney Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

THE H. L. IRELAND ADVERTISING AGENCY, (Established 1890), works with as well as for clients.

Plans and places advertising in newspapers and magazines. Creates mail-series of folders and cards to reach the trade.

925 Chestnut Street, Philadelphia, Pa.

THE RICHARD A. FOLEY COMPANY, AD VERTISING, 1216 Commonwealth Bldg., Philadelphia, is prepared to submit suggestions and advertisements which entail no obligation on the advertiser unless entirely satisfactory.

Booklets and mail cards written, designed and printed, ALL AT THE COST OF ORDINARY GOOD PRINTING.

Samples sent to prospective advertisers.

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, news-paper adv.

CANADA.

FOR \$4.50 we insert 25 words, classified, once in best 18 dailies of 15 largest Canadian cities; 3 insertions, \$12. Send cash with order.

DESBARATS ADV. AGENCY, Ltd., Montreal.

VALUE OF WINDOW DISPLAYS SHOWN STATISTICALLY.

To appreciate its value you should do a little figuring. How many people pass your store in a day? If the average is 10 a minute, in the eight busiest hours of the day 4,800 people would pass your window. This number, 4,800, represents what in newspaper parlance is called "daily circulation." Now, your show window occupies say 100 square feet surface space, and in it you can display attractively quite a line of goods, changing the display as often as you wish. In a daily newspaper with an actual circulation of 4,800, 100 square inches (not square feet) would cost approximately \$10 per day, and in this space you can put only cuts of the articles themselves, and as a rule the cuts but imperfectly represent those articles. Now, your window space presents a surface 144 times as great as your \$10 newspaper space, has depth in addition to surface, and in it can be displayed the articles themselves, true to life as to color, size, shape and everything, and, furthermore, they are seen at the entrance to your store, inside of which a salesman stands ready to give additional information and exercise his ability in making a sale. This window space is yours every day and all day, it presents wonderful possibilities as an advertising medium, and it's up to you to get those possibilities out of it. If newspaper space properly used is worth its cost (and we are firmly convinced it is) how important it is that so valuable an advertising medium as the show window should not be neglected.—*Globe-Wernicke Doings, Cincinnati.*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a *.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (G G), the so-called gold marks, denoting superior excellence in quality of circulation. ^E Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Aniston, Evening Star. Daily average for 1902, 1,159. Weekly, '03, 2,916 (*) guaranteed. Last six months, 1903, 1,750 guaranteed. Largest daily and weekly circulation in Aniston district. Weekly edition: *The Republic*.

Birmingham, Birmingham News. Daily av. for 1903, 17,488 (*); last 6 months, 1903, 18,052; guaranteed.

Birmingham, Ledger, dy. Average for 1902, 18,980 (38). Av. for Aug., 1903, 17,586, guar'd.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1903, guaranteed, daily 11,071 (*)(G G), w'y. 18,567 (*), Sy. 15,051 (*).

ARIZONA.

Blabec, Review, daily. W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1902, 5,820 (47). *Logan & Cole Special Agency*, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1902 no issue less than 1,000 (58). Actual average for August, September, October, 1903, 8,109.

Little Rock, Arkansas Methodist. Geo. Thompson, publisher. Actual average 1902, 10,000.

Little Rock, Gazette, daily and Sunday. Arkansas' Leading Newspaper. Established 1819. Aver. 1903, Daily 7,904 (*), Sunday 9,840 (*). The only Arkansas newspaper that permitted the A. A. A. to examine its circulation. *Smith & Thompson, Special Rep're.*, New York & Chicago.

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1902, 4,644 (67). *E. Katz, Special Agent*, N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 8,242 (*).

Oakland, Tribune, daily. Average for 1902, 9,958 (76). Tribune Publishing Company.

Redlands, Facts, daily. Daily average for 1903, 1,456 (*). No weekly.

San Diego, San Diegan Sun. Daily average for 1902, 8,729 (80). W. H. Porterfield, pub.

San Francisco, Argonaut, weekly. Average for 1902, 15,165 (81). *E. Katz, Special Agent*, N. Y.

San Francisco, Bulletin. R. A. Crothers, Av. for 1902, daily 49,159. Sunday 47,802 (80).

San Francisco, Call, d'y & S'y. J. D. Spreckels. Aver. for 1902, d'y 66,882, S'y 71,554 (80). Av. 1903, daily 61,064 (*); S'day 82,015 (*).

San Jose, Evening Herald, daily. The Herald Co. Average for year end. Aug., 1902, 8,597 (86).

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,266 (86).

San Jose, Pacific Tree and Vine, mo. W. H. Bohanan. Actual average, 1903, 6,185 (*).

CONNECTICUT.

Hartford, Times, daily. Average for 1902, 16,509 (*). *Perry Lukens, Jr., N. Y. Rep.*

Meriden, Morning Record and Republican. Republic Pub. Co. Dy. av. for 1902, 7,557 (112).

New Haven, Evening Register, daily. Actual av. for 1902, 18,571 (*); Sunday, 11,298 (*).

New Haven, Palladium, daily. Average for 1902, 7,625 (*). *E. Katz, Special Agent*, N. Y.

New Haven, Union, Av. for 1902, 15,827 (*). Sy 8,260 (*). *E. Katz, Special Agent*, N. Y.

New London, Day, evg. Av. for 1902, 5,618 (*). (115). Average gain in past year, 415.

Norwich, Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (118). Actual average for 1903, 4,988 (*).

Waterbury, Republican. Daily average 1902, 5,846 (*). *LaCoste & Maxwell, Spec. Agts*, N. Y.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1902, 88,798 (97). Average for January, 1903, 45,209. Gain, 9,255.

^E The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784 (*).

Wilmington, Morning News, daily. News Publishing Co., pubrs. Av. for 1902, 9,988 (*).

DISTRICT OF COLUMBIA.

Washington Ev. Star, daily. Ev. Star News paper Co. Average for 1902, 34,088 (*). (G G).

National Tribune, weekly. Average for 1902, 104,599 (123). First six mos. 1903, 112,268. *Smith & Thompson, Rep.*, N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1902, 8,898 (*). Ave. 1st 6 months, 1903, 8,229.



A Roll of Honor—Continued.

Pensacola, Journal, mornings, ex. Mon. Av. 1902, 2,441. Av. 1903, 2,929 (*); Dec. 1903, 3,190.

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1902, 5,608 (152).

GEORGIA.

Atlanta, Journal, dy. Av. 1903, 87,828. Semi-wy. 84,105 (158). Present average, 89,884.

Atlanta, News. Actual daily average, 1903, 20,104 (*). Av. December 1903, 28,720.

Atlanta, southern Cultivator, agriculture, semi-mo. Actual average for 1903, 86,125 (*).

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640 (*).

IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co. pub. Aver. 1903, d'y 2,761 (*); wy 8,475 (*); Jan., 1,066; weekly, 1,125.

ILLINOIS.

Calvo, Citizen, weekly. Actual average, 1903, 1,110 (*). Daily, average 1903, 818 (*); Jan., 1903, daily, 1,066; weekly, 1,125.

Champaign, News. In 1902 no issue less than 1,100 daily and 8,400 weekly (163). In November, 1903, no daily issue less than 2,400.

Chicago, Ad Sense, monthly. The Ad Sense Co. pub. Actual average for 1902, 6,988 (176).

Chicago, American Bee Journal, weekly. Actual average for 1903, 7,485 (167).

Chicago, Bakers' Helper, monthly. H. R. Clisold. Average for 1902, 4,175 (*); (CG).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,052 (167). Actual average for 1903, 67,880 (*).

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000 (*).

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (*); (CG).

Chicago, Home Defender, mo. T. G. Mauritzon. Act. av. 1902, 5,409. Last 3 mos. 1903, 8,400.

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (181). Average ten months 1903, 22,100.

Masonic Voice Review, mo. Average for 1902, 26,041 (182). For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1902, 2,966 (182).

Chicago, Musical Leader & Concert-Goer, s. wy. Aver. year ending January 1, 18,548 (*).

Chicago, National Harness Review, mo. Av. for 1902, 5,291 (183). First 5 mos. 1903, 6,250.

Chicago, National Laundry Journal, semi-monthly. Actual average for 1903, 4,968 copies.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago, Record-Herald. Average for 1903, daily 15,218 (*). Sunday 191,817 (*).

Chicago, The Operative Miller, monthly. Actual average for 1902, 5,666 (183).

Chicago, Tribune, daily. Tribune Co. In 1902, yA (CG) (160).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (192). Average first six months 1903, 14,585.

Evanston, Correct English: How to Use It, mo. Average for year ending Oct., 1902, 9,750 (194).

Kewanee, Star-Courier. Average for 1902, daily 2,410; weekly, 1,522 (203). Average guaranteed circulation daily for August, 1903, 8,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 28,742 (219).

Rockford, Register-Gazette. Dy. av. for 1903, 5,554, s. wy. 7,059 (223). Shannon, 150 Nassau,

Rockford, Republic, daily. Actual average for 1903, 6,540 (*). LaCoste & Maxwell, N.Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,218 (24). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N.Y.

Gothen, Cooking Club, monthly. Average for 1903, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Aver. Jan., 1903—actual sales—76,166.

Lafayette, Morning Journal, daily. Actual average 1903, 4,000 (*); January, 1904, 4,479.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1902, 8,757 (237). For 1903, 5,395 (*). December, 1903, 5,675.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 31,468, S'y 16,585 (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1903, 25,976 (263).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (24).

Richmond, Evening Item. Sworn av. for 1903, 8,552 (*). Same for August, 1903, 8,742.

South Bend, Tribune. Sworn daily average 1903, 5,718 (*). Sworn av. for Dec., 6,159.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy, 1,951 (*); wy, 5,572 (*).

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1903, 1,400 (223).

Burlington, Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864 (*). Jan., 1904, 6,050.

Davenport, Times. Dy. av. 1903, 8,055 (*); s. wy. 6,666 (*). Dy. av. Jan., 1904, 8,826. Cir. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, 81,988 (*). Average for January, 1904, 84,818 (235).

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1903, 9,666 (294).

Des Moines, News, daily. Aver. 1902, 27,118 (235). First 9 mos. 1903, aver., sworn, 41,271 net.

Des Moines, Spirit of the West, wy. Horses and live stock. Average for 1903, 6,095 (394).

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average January, 1903, 50,605 (294).

Muscatine, Journal, dy. av. 1903, 4,849 (*). s. wy. 2,708 (*). Dy. av. Jan., 1904, 4,885.

Ottumwa, Courier. Daily av. 1903, 4,512 (*); semi-weekly, 7,886 (*).

Shelbyton, Sun, dy and wy. H. A. Carson. Average for 1903, d'y 486, wly 2,644 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 8,681 (333).

Sioux City, Journal. Dy. av. for 1903 (sworn), 19,492 (*); dy. av. for Dec. 19, 1903. Records always open. More readers in its field than of all other daily papers combined.

Waterloo, Courier. Daily av. 1903, 9,907 (*). Last 6 mos. 1903, 8,057. Swy, 1,946.

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, on receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (343).

A Roll of Honor—Continued.

Hutchinson, News, d'y and w'y. W'y, during 1902, no issue less than 1,920 (346). E. Katz, N.Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,125 (*).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (366). Beckwith, N.Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,948 (368).

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1902, 8,582 (*); growing fast.

Lexington, Leader. Av. for 1902, 2,928 (*). w'y, 2,806, Sy. 4,092 (*). E. Katz, S.A., N.Y.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,895 (374).

Paducah, Sun, daily. Average, 1902, 2,181 (*); for December, 1902, 3,258.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for Jan., 1902, 19,895. Official journal city New Orleans.

New Orleans, Louisiana Planter and Sugar Mr. w'y. In 1902 no issue less than 3,000 (387).

New Orleans, The Southern Buck, official organ of the Kingdom in La. and Miss. Av. '02, 2,566.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1902, 1,274,766 (391).

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,188 (391).

Bangor, Commercial. Average for 1902, daily 8,218 (*); weekly 29,006 (*).

Dover, Piscataquis Observer. Actual weekly average 1902, 1,905 (*).

Lewiston, Evening Journal, daily. Aver. for 1902, 6,814 (*); @ 0. w'y 15,482 (*); @ 0.

Phillips, Maine Woods and Woodsman, weekly. J.W. Brackett. Average for 1902, 8,041 (*).

Portland, Evening Express. Average for 1902, daily 11,740 (*); Sunday Telegram 8,090 (*).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,558 (408). For January, 1902, 47,559.

MASSACHUSETTS.

Boston, Evening Transcript (@ 0) (412) Boston's tea table paper. Largest amount of week-day adv.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (412-413). Average for 1902, dy. 195,554, Sy. 297,824. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, 21,580 (420).

Boston, Pilot, every Saturday. Roman Catholic. Dr. Jas. Jeffrey Roche, editor. (@ 0)

Boston, Post, dy. Average for 1902, 174,178 (413). Av. for Dec., 1902, dy. 195,919, Sy. 188,718. Largest p.m. or a.m. sale in New England.

Boston, Traveler. Est. 1894. Actual daily av. 1902, 78,552. In 1902, 76,666 (*). October, November, December, 1902, 78,552. Largest evening circulation in New England. Reps. Smith & Thompson, N.Y. and Chicago.

East Northfield, Record of Christian Work, mo. Av. for yr. endg Dec. 31, 1902, 20,250 (*).

Glencoester, Daily Times. Average for 1902, 6,247 (427). First seven months 1902, 6,629.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (420).

Salem, Little Folks, mo., Juvenile. S. E. Cassino. Average for 1902, 78,250 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 108,666 (426). For year end, Dec., 1902, 125,992. All advertisements guaranteed.

Springfield, Republican (420). Aver. 1902, dy. 15,406 (@ 0), Sunday 18,988 (@ 0), w'y, 4,177.

Worcester, Evening Post, daily. Worcester Post Co. Average first 6 months, 1902, 11,214.

Worcester, L'Opinion Publique, French, dy. Act. av. Nov., 1902, 4,990; Dec., 5,175.

MICHIGAN.

Adrian, Telegraph, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Average for 1902, 8,912 (*).

Detroit, Free Press. Average for 1902, daily 41,952, Sunday 51,260 (450).

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Evening Press, dy. Average for 1902, 38,216 (456). First 5 mos., 1902, 56,184.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1902, 8,887 (461). Average for first six months 1902, 4,528.

Jackson, Press and Patriot. Actual daily average for 1902, 5,649 (*). Av. Jan. '04, 6,182.

Kalamazoo, Evening Telegraph. Last six months 1903, dy. 8,886, s-w. 8,681. Daily over December, 1903, 9,069. Guarantees largest and best circulation in the city and surrounding territory.

Kalamazoo, Gazette-News, 1903, daily, 8,671 (*). Guarantees 3,500 more subscribers than any other daily paper published in the city. Av. 3 mos. to Jan. '04, 9,276.

Saginaw, Evening News, daily. Average for 1902, 9,848 (473). January, 1904, daily 18,169.

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1902, 78,854 (*); @ 0. Actual average January, 1902, 78,500.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (466).

Minneapolis, Journal, daily. Journal Printing Co.

"The Great Daily of the Great Northwest."

GREAT RECORD FOR JANUARY.

THE MINNEAPOLIS JOURNAL has again demonstrated right to its title of "The Great Daily of the Great Northwest," having carried in 26 issues in January 1,311 columns of PAID advertising, while its nearest competitor carried 883 columns, or nearly 50 per cent less.

By eliminating objectionable medical advertising, which THE JOURNAL would not carry, from the amount of its nearest competitor, THE JOURNAL carried as much advertising in its 26 issues as its competitor carried in its 26 daily and five big Sunday issues.

AS TO CIRCULATION. During January THE JOURNAL's circulation showed the gratifying daily average of

61,463 Copies,

which go directly to the homes, consequently the best advertising medium in the Northwest.

The Minneapolis Journal

ACCEPTS NO OBJECTIONABLE MEDICAL ADVERTISING AND IS THE ONLY CLEAN, HIGH-GRADE, TWO-CENT PAPER IN MINNEAPOLIS. M. LEE STARKE, Manager General Advertising, Tribune Building, New York.

Minneapolis, N.W. Agriculturist, a-mo. Feb., '03, 78,168 (498). 75,000 guar'd. 320 agate line.

A Roll of Honor—Continued.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,300 (G G) (497).

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,057 (*).

Minneapolis, The Housekeeper; household monthly. Actual average 1902, 265,250 (*).

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1902, daily, 66,872 (496); Sunday, 56,550. For 1902, daily average, 72,842; Sunday, 61,074. Daily average, last quarter of 1903, was 77,129; Sunday, 62,924. Daily average for 1902, was 79,087.

The only Minneapolis daily listed in Rouelle's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL OF HONOR, or elsewhere. The Tribune is the recognized W^{AD} Medium of Minneapolis.

Owatonna, Chronicle, semi-w'y. Av. for 1902, 1,896 (*). Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with agr'l sup., Der Farmer im Westen, w'y. Av. for 1902, 10,500 (*).

St. Paul, Dispatch, dy. Aver. 1902, 49,052 (506). Present aver. 58,151. ST. PAUL'S LEADING NEWSPAPER.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1902, 22,325 (506). First 9 mos. 1903, 51,529.

St. Paul, News, dy. Aver. 1902, 80,619 (505). First 9 mos. 1903, scorn average 84,081 net.

St. Paul, Pioneer-Press. Daily average for 1902 54,151. Sunday 80,986 (506).

St. Paul, The Farmer, agr'l, s-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end, Feb., '03, 67,375 (507). Act. present av. 80,000.

Winona, Republican and Herald, daily. Average 1902, 8,202 (512); 1903, 4,044 (*).

Westlicher Herold. Av. 1902, 22,519 (*); Sonntags-Winona, 28,111 (*); Volksbl. des Westens, 80,945 (*).

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,550 (522). In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average for 1903, 10,510 (*). E. Katz, Special Agent, N. Y.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 36,876, weekly 161,109 (511).

Kansas City, Weekly Implement Trade Jrn'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,895.

Kansas City, World, daily. Aver. 1902, 62,978 (543). First 9 mos. 1903, aver., scorn, 61,452.

Mexico, American Farm and Orchard, agric. and hortic., mo. Actual average for 1902, 4,858 (540). Actual aver. May, June, July, 1903, 15,667.

St. Joseph, Medical Herald, month'y. Medical Herald Co. Average for 1902, 7,475 (557).

St. Joseph, News and Press. Daily aver. for 1903, 80,418 (*). Last 3 mos. 1903, 85,065.

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'y. Aver. for 1902, 28,287 (557). Rate 15c. per line. Circulation 50,000 copies guaranteed.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 57,950.

National Farmer and Stock Grower, mo. Av. 19 mos. end Dec., '03, 106,625. 1902, 68,585 (553).

St. Louis, Star. Actual daily average for 1903, 64,878 (*).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,812. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1902 11,204 (572). MONTANA'S BEST NEWSPAPER.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1902, 11,165 (*). January, 1904, 15,225.

Lincoln, Deutsch-Amerikan Farmer, weekly (560). Actual average for 1902, 158,525 (*).

Lincoln, Freie Presse, weekly (560). Actual average for 1902, 159,400 (*).

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1902, 5,100.

Lincoln, Western Medical Review, mo. Av. yr. end, May, 1903, 1,800. In 1902, 1,660 (501).

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1902, 28,478 (504).

Omaha, News, daily. Aver. for 1902, 22,777 (504). First 9 mos. 1903, scorn aver. 40,055.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly Towne & Robie. In 1902, no issue less than 8,400.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (609).

Leith & Stuart, N. Y. Rep., 120 Nassau St.

NEW JERSEY.

Ashbury Park, Press, dy. J. L. Kinmonth, pub. Actual average 1903, 5,792 (*). In 1902, 3,556.

Camden, Daily Courier. Est. 1876. Net average circulation for year end, Oct., 0, 8,885 (*).

Camden, Post-Telegram. Actual daily average, 1902, 5,798 (*), scorn. Jan., 1904, 5,859.

Elizabeth, Evening Times. Scorn aver. 1902, 3,885 (616). 6 mos. 1903, 4,288.

Elmer, Times, weekly. S. P. Foster. Average for 1903, 9,111 (*).

Hoboken, Observer, daily. Actual average 1902, 18,097 (619); Sept., 1903, 22,751.

Jersey City, Evening Journal, dy. Av. for 1902 19,012 (*). Last 3 months 1903, 20,658.

Newark, Evening News. Evening News Pub. Co. Av. for 1902, dy 58,896 (*). Sy 16,291 (*).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (623).

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1903, 9,041 (*).

NEW YORK.

Albany, Journal, evening. Journal Co. Average for 1903, 16,627 (*); December, '03, 17,056.

Albany, Times-Union, every evening. Estab. 1856. Average for 1902, 25,294 (633).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1903, 11,515 (*).

Buffalo, Courier, morning; Enquirer, evening. W. J. Connors. Average for 1902, morning 48,818, evening 50,401 (641).

Buffalo, Evening News. Dy. av. 1902, 74,284 (641). Smith & Thompson, Rep., N. Y. & Chicago.

Catskill, Recorder, weekly. Harry Hall editor. 1903 av. 8,408 (*). Av. last 3 mos., 8,484.

A Roll of Honor—Continued.

Cortland, Democrat, weekly. F. C. Parsons. Actual average for 1902, **2,223** (64).

Elmira, Ev'g Star. Av. for 1902, **8,255** (65). Guaranteed by affidavit or personal investigation. *Leith & Stuart, N.Y. Rep., 150 Nassau St.*

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, **4,350** (32). Av. for Jan., 1903, **4,456**. *Leith & Stuart, N.Y. Rep., 150 Nassau St.*

Le Roy, Gazette. Est. 1836. Av. '03, **2,254** (*). *Larg. w'y. circa Genesee, Orleans & Niagara Cos.*

Newburgh, News, dy. Av. for 1902, **4,257** (66). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, my. R. M. Van Arsdale, pub. Av. 1902, **8,816** (68). Av. for '03, **8,875** (*).

American Machinist, w'y., machine construc. (Also European ed.) Av. 1902, **18,561** (60) (67).

Amerikanische Schweizer Zeitung, w'y., Swiss Pub. Co., 62 Trinity pl. Av. for 1902, **15,000** (67).

Army & Navy Journal. Est. 1863. Weekly aver. for 1902, **9,026** (*). *W. C. & F. P. Church, Pub.*

Automobile Magazine, monthly. Automobile Press. Average for 1902, **8,750** (68).

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1902, **4,150** (*). Average for last three months 1902, **4,700**.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1902, **28,479** (68).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, **5,235** (67).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, **208,288** (67).

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1902, **26,344** (60) (67).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, **721,909** (68). Act. av. circ'n for 6 months ending June, 1903, **876,937**.

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1902, **4,866** (*).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, **5,875** (68).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, **6,812** (60) (67).

Elite Styles, monthly. Purely fashion. Actual average for 1902, **62,125** (*).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, **10,009**, (60) (67).

Forward, daily. Forward Association. Average for 1902, **81,709** (67).

Haberdasher, mo., est. 1881. Actual average for 1902, **7,166** (*). Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, **8,802** (68); average for 1903, **9,551**.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than **17,000** (68). (60).

Junior Toilette, fashion monthly. Max Jaeger-huber, pub. Actual average 1902, **36,540** (*).

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months (1902), **218,684** (*). Present average circulation **258,278**.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, **28,223** (68).

Music Trade Review, music trade and art weekly. Aver. for 1902, **5,452** (67).

New Idea Woman's Magazine, fashions, m'y. New Idea Publishing Co. Established 1896. Actual av. circulation for six months ending Dec., 1902, **179,500**.

New Thought Magazine, moved to New York City. Average ending January, 1903, **29,289** (63). Average ending December, 1903, **104,977**; sworn. The only medium for New Thought people.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 6 Spruce street. (60) (67).

Pocket List of Railroad Officials, qly. Railroads & Transp. Av. '02, **17,696** (70); av. '03, **17,992**.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, **4,914** (*).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Rowell, Est. 1888. Average for 1902, **11,061** (*). First seven weeks '02, actual average **12,094**.

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1856. (60) (67).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, **3,488** (67).

The Designer, fashions, monthly. Standard Fashion Co. Established 1894. Actual av. circulation for six months ending December, 1903, **258,528**.

The Iron Age, weekly, established 1855 (60) (67). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Silver Cup to the *Iron Age*, inscribed as follows:

"Awarded November 26, 1901,
by Printers' Ink, the Little
Schoolmaster in the Art of
Advertising, to The Iron Age,
that paper, after a canvassing
of merits extending over
a period of ten months, hap-
ping been pronounced the one trade paper in the
United States of America that, taken all in all,
renders its constituency the best service and best
serves its purpose as a medium for communica-
tion with a specified class."

The Ladies' World, mo., household. Average net paid circulation, 1902, **480,155** (*).

The New York Times, daily. Adolph S. Oehs, publisher. 1902 A (60) (67).

The World. Actual aver. for 1902, **Morn., 278,-** **607** (*). Ev'g, **557,102** (*). Sy., **888,656** (*).

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1902, **61,800** (*).

Wilshire's Magazine, Gaylord Wilshire, ed., 123 E. 33d St. Act. av. ending Sept., 1902, **46,000** (68). Actual av. first eight mos., 1903, **100,625**.

Rochester, Case and Comment, mo. Law. Av. for 1902, **80,000** (75); 4 years' average, **80,186**.

Schenectady, Gazette, daily. A. N. Licty. Average for 1902, **9,097** (75). Actual average for 1903, **11,628** (*).

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1902, dy. **88,107** (*). Sy. **88,496** (*).

Utica, National Electrical Contractor, mo. Average for 1902, **2,292** (73).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, **18,618** (73).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, **3,462** (73).

Wellsville, Reporter. Only dy. and s.-wy. in Co. Av. 1902, dy. **1,184** (*); s.-wy., **2,958** (*).

Whitehall, Chronicle, weekly. Inglee & Teft. Average for 1902, **4,183** (73).

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. dy. av. 1902, **5,582** (*). Sy. 6,791 (*); semi-wy., **6,800** (*).

Raleigh, Biblical Recorder, weekly. Average 1902, **7,685**. Six months 1903, **8,691**.

A Roll of Honor—Continued.

NORTH DAKOTA.

Grand Forks. Normandien, weekly. Norman-
den Pub. Co. Average for 1903, 5,451 (*).

Herald. dy. Av. for 1903, 5,479 (*). Guarantees
5,600. North Dakota's BIGGEST DAILY.
La Cote & Maxwell, N. Y. Rep.

Wahpeton, Gazette. Aver. for 1903, 1,564 (*).
Largest circ. in Richland County. Home print.

OHIO.

Akron, Beacon Journal. D'y av. 1903, 8,203
(76). La Cote & Maxwell, N. Y., Eastern reps.

Ashtabula, Amerikan Sanomat, w'y. Aug. Ed-
wards. Average for 1903, 8,553 (76).

Cincinnati, Enquirer. Established 1842. Daily
(@@), Sunday (@) (76). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual
average for 1903, 18,058 (76). Actual average
for 1903, 48,625 (*). Official organ Hotel and
Restaurant Employees' Int. Alliance and Bartenders'
Int. League of America. WATCH US GROW

Cincinnati, Photographic Magazine, mo.
Phonog. Institute Co. Av. for 1903, 10,107 (76).

Cincinnati, Trade Review, m'y. Highlands &
Highlands. Av. for 1903, 2,654 (76).

Cincinnati, Times-Star, dy. Cincinnati Times-
Star Pub. Co. Act. aver. for 1903, 148,018 (76).
Act. aver. for first six months 1903, 147,601.

Cleveland, Current Anecdotes (Preacher's
Mag.), mo. Av. year ending Dec. 31, '03, 15,750.

Cleveland, Tribune, weekly. Tribune Publish-
ing Company. Average for 1903, 80,247 (*).

Columbus, Press, daily, democratic. Press
Printing Co. Actual av. for 1903, 24,959 (77).

Columbus, Sales Agent, monthly. E. L. Moon,
publisher. Average for 1903, 4,958 (77).

Dayton, News, dy. News Pub. Co. Average
for 1903, 16,407 (*). January, 1904, 16,515.

Dayton, Young Catholic Messenger, semi-
mo. Geo. A. Pfauha. Aver. for 1903, 51,125 (*).

Lancaster, Fairfield Co. Republican. In Aug
ust, '03, no issue less than 1,650 for 3 years (78).

Springfield, Farm and Fireside, agricultural,
semi-monthly, est. 1877. Actual average for 1903,
\$11,329 (800). Actual average for first six
months, 1903, 840,575.

Springfield, Woman's Home Companion, house-
hold monthly, est. 1873. Actual av. for 1903,
362,666 (800). Actual average for first six
months, 1903, 885,166.

Toledo, Medical and Surgical Reporter, mo.
Actual average 1903, 10,058 (*).

OKLAHOMA.

Guthrie, Oklahoma Farmer, w'y. Actual
average 1903, 28,020 (*).

Guthrie, Oklahoma State Capital, dy. and w'y.
Aver. for 1903, dy. 26,062 (*); w'y. 25,014 (*).
Year ending July 1, '03, dy. 19,868; w'y. 23,119.

OREGON.

Astoria, Lannetar. C. C. C. Rosenberg, Finnish,
weekly. Average 1903, 1,595 (800).

Portland, Evening Telegram, dy. (ex. Sun).
Sworn cir. '03, 17,648 (*). In '02, 16,866 (824).

Portland, Pacific Miner, semi-mo. Av. year
ending Sept., 1903, 8,808; first 8 mos. 1903, 4,512.

PENNSYLVANIA.

Bellefonte, Centre Democrat, w'y. Chas. R.
Kurtz, Pub. Sworn aver. 1903, 8,808 (*).

Chester, Times, evg dy. Av. 1903, 8,187 (*).
N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Connellsville, Courier, weekly. Actual av. for
1903, 8,165 (530). The "Courier" has a daily issue
since Nov. 1903; statement upon application.

Erie, Times, daily. Average for 1903, 11,208
(*). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. Actual daily aver.
1903, 10,886 (*); representatives: R. J. Shannon,
New York; Chas. A. Allen, Chicago.

Philadelphia, American Medicine, w'y. Av.
for 1902, 19,827 (865). Av. March, 1903, 16,827.

The Philadelphia Bulletin's Circulation

The following statement shows the actual cir-
culation of the "The Bulletin" for each day in
the month of January, 1904:

1	102,783	17	Sunday
2	132,568	18	
3	132,568	19	
4	147,397	20	
5	141,779	21	
6	152,633	22	
7	155,843	23	
8	155,341	24	Sunday
9	152,416	25	
10	152,416	26	
11	161,906	27	
12	164,180	28	
13	161,956	29	
14	166,684	30	
15	164,758	31	Sunday
	161,886		

Total for 26 days, 4,143,820 copies.

NET AVERAGE FOR JANUARY,

159,377 copies per day

The BULLETIN's circulation figures are net
all damaged, unsold, free and returned copies
have been omitted.

W. L. MCLEAN, Publisher.

Philadelphia, February 3, 1904.

THE BULLETIN goes daily into more Philadel-
phia homes than any other medium.

THE BULLETIN has by many thousands the
largest local circulation of any Philadelphia
newspaper.

Philadelphia, Camera, monthly. Frank V.
Chambers. Average for 1903, 6,748 (871).

Philadelphia, Farm Journal, monthly. Wil-
mer Atkinson Company, publishers. Average
for 1903, 544,676. Printers' Ink accorded
the seventh Sugar Bowl to Farm Journal with
this inscription:



"Awarded June 15th, 1903, by
Printers' Ink, 'The Little
Schoolmaster' in the Art of
Advertising, to the Farm
Journal. After a canvassing
of merits extending over a
period of half a year, it is found, among all
those published in the United States, has been
pronounced the one that best serves its purpose
as an educator and counselor for the agricultur-
al population, and as an effective and economi-
cal medium for communicating with them,
through its advertising columns."

Philadelphia, Press, Av. circ. over 100,000
daily. Net average for Dec., 1903, 114,594 (*).

Philadelphia, Public Ledger, daily. Adolph
S. Ochs, publisher. (@) (865).

Philadelphia, Reformed Church Messenger,
w'y. 1306 Arch st. Average for 1903, 8,555 (*).

Philadelphia, Sunday School Times, weekly.
Average for 1903, 101,815 (869). Average to July
, 1903, 102,057. Religious Press Assn., Phila.

Pittsburg, Chronicle-Telegraph, Av. 1902,
67,342 (875). Statement on application.

Pittsburg, Gazette, dy and Sun. Av. dy
1902, 66,229 (876). Sworn statement on application.

Pittsburg, Labor World, w'y. Av. 1903, 18,-
088 (*). Reaches best pd. class of workmen in U.S.

A Roll of Honor—Continued.

Pittsburg, Times, daily. Wm. H. Seif, pres. Average for 1903, 64,648 (*). Average first six months 1903, 64,871.

Schuyler, Times, every evg. E. J. Lynett, Av. for 1903, 21,604 (*). *La Côte & Maxwell, N.Y.*

Warren, Forenings Vennen, Swedish, mo. Av. 1903, 1,541 (98). Circulated Pu., N.Y. and O.

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1903, 5,857 (89).

West Chester, Local News, daily. W. H. Hodgson. Average for 1903, 15,686 (90).

Williamsport, Grit. *America's Greatest Weekly*. Net paid average 1903, 181,868 (*). *Smith & Thompson, Reps., New York and Chicago.*

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108 (*).

RHODE ISLAND.

Providence, Daily Journal, 15,975 (90). Sunday 18,281 (90). *Providence Journal Co., pub.*

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,588 (*). Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Brown, Aver. 1903, no issue less than 1,750 (*).

Charleston, Evening Post. Actual daily average for 1903, 2,842 (*).

Columbia, State, daily. State Co., publishers. Actual average for 1903, daily, 6,568 (*); semi-weekly, 2,015 (*); Sunday, 7,705 (*).

SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819 (95). Actual daily aver. for 1903, 8,582 (*).

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1903, 17,655 (*). Rate, 9 cents per line. Average for January, 1904, 19,177.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,550 (92). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1903, 9,691 (*). Last six months 1903, 10,168.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201 (*).

Memphis, Commercial Appeal, daily. Sunday weekly. Average 1903, daily, 28,969 (*). Sunday 55,080 (*), weekly 77,831 (*), (97). Dec., 1903, dy. 28,969, Sy. 41,470, m. 81,861.

Memphis, Morning News. Actual daily average for 1903, 17,594 (*).

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,076 (92). Av. for Oct., 1903, 20,035. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1903, 14,241 (98).

Nashville, Merchant and Manufacturer, Commercial; monthly. Average for nine months ending December, 1903, 5,111 (*).

Nashville, Progressive Teacher and Southw'n School Journal, mo. Av. for 1903, 8,400 (90).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (94).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1903, 2,744 (95).

El Paso, Herald, daily. Average for 1902, 2,845 (96). *J. P. Smart, Direct Representative, 100 Nassau St., New York.* In the later issue of the American Newspaper Directory the circulation of the two daily papers of El Paso, Texas, are given. No doubt the accuracy of the Herald rating, but it has recently been made apparent that the "Times" rating is fraudulent.—*Printers' Ink*, July 22, 1903.

La Porte, Chronicle, weekly. G. E. Keppe, publisher. Average for 1903, 1,229 (94).

Paris, Advocate, dy. W. N. Furley, pub. Actual average, 1903, 1,527 (*).

Sherman, Democrat, Av. 1903, dy., 1,019 (*); avr., 4,250 (*). Liquor ads excluded. Solid clean business. 24 years under same management.

UTAH.

Ogden, Standard, Wm. Glassman, pub. Av. for 1902, daily 4,025, semi-weekly 8,081 (97).

VERMONT.

Baile, Times, daily. F. E. Langley. Aver. 1903, 2,554 (94). Last six months 1903, 2,856.

Burlington, News. Jos. Auld. Actual daily aver. 1903, 5,046 (*), aver. December 5, 586.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,098 (98). Actual av. for 1903, 7,458 (*).

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414 (*). The largest circulation between Washington and Atlanta.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Clark. Average for 1903, 5,339 (99).

Tacoma, Daily News, dy. Av. '02, 18,659 (100). Av. 9 mos. 1903, 14,014. Saturday issue, 17,222.

Tacoma, Ledger. Dy. av. 1903, 10,986 (*); 14,195; w'y. 7,414 (100). Av. 7 mos. 1903 exceeds: Dy. 12,500; Sy. 15,500; m. 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,804 (100).

Wheeling, News, d'y and Sy. News Pub. Co. Average for 1902, d'y 8,026, Sy 8,305 (101).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,498 (102).

Milwaukee, Badger, monthly. Badger Pub. Co. Aver. for year ending March, 55,822 (103); since October, 60,000. Rate, 30c a line.

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Av. for 1903, 21,981 (*). December, 1903, 25,090. January, 1904, 28,575 (90).

Milwaukee, Journal, daily. Journal Co. Pub. Av. for 1903, 88,504 (*). Jan., 1904, 84,478.

Oshkosh, Northwestern, daily. Average for 1903, 6,488 (*).

Racine, Journal, daily. Journal Printing Co. Average for 1903, 8,702 (*).

Racine, Wisconsin Agriculturist, weekly. Average for 1902, 27,515 (103). For 1903, 35,181 (*). Adv. #2.10 per inch.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,588 (104).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,987 (103).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 8,574 (103).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German w'y. Av. for 1903, 9,565 (*), only medium in special field.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824 (*); weekly, 18,908 (*). Daily, January, 1904, 21,511.

A Roll of Honor—*Continued.*

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1905,
8,571. Av. 1905, 9,941 (*). Dec., 1905, 11,878.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle
Trade, monthly. Average for 1905, 5,875 (*).

Toronto, Star, daily. Average for 1905, 20,-
971 (*). January, 1904, 26,841.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1806. Actual
average for 1905, 22,515 (*).

Montreal, La Presse. Treffle Berthiaume, pub-
lisher. Actual average 1905, daily 70,420.
Average to Sept. 1st, 1905, 75,075 (1905).

Montreal, Star, dy. & w. Graham & Co. Av.
for '05, dy. 55,079, w. 121,418 (1905). Six mos.
end May 31, '05, dy. av. 55,147, w. 122,157.



The Roll of Honor is the only organized weekly service in existence anywhere through which the honest and progressive publisher, entitled to membership, can bring before the advertisers of the United States his increase of circulation for a week, a month, or a quarter just passed. It is a satisfactory guarantee of the publisher's truthfulness and good faith. In reports of this kind every prominent advertiser is vitally interested. The Roll of Honor is a unique and choice service for choice mediums. It's the only authoritative source of such information to be had at any price; but the expense of it is merely nominal. Two lines for 52 insertions cost \$20.80, and this sum may be cut down to \$18.72 for a whole year if check is sent with the yearly order. An additional line is generally necessary to make the Roll of Honor copy as complete as it should be and bring the information up-to-date and keep it there by weekly changes to keep pace with the facts. The cost for the additional line is twenty cents per week.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$4).

For specified position (if granted), 25 per cent additional.

For position (full page) on first or last cover, double price.

For second page or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,
Business Manager and Managing Editor.

OFFICES: No. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, EC.

NEW YORK, MARCH 2, 1904.

ADVERTISING BY SUGGESTION.

In the volume of advertising being done to-day through agents, constructors, etc., one point is apt to be overlooked, i. e., personality. One cannot help notice the fact that a large proportion of the advertising in the newspapers, magazines, etc., fails to resound that true note of impressiveness, the first evidence of the advertiser's earnest belief in his own announcements and the quality of his goods.

Take for instance a champagne ad at random from among the pages of liquor advertisements. Except for the substitution of names, any one ad could without changing a word or sentence in the argument be used to advertise the product of any other firm producing the same kind of goods. There would be no loss of effect, no change of personality, which argues that there can be no corresponding gain under the existing conditions. It is not that the advertising as it now holds is incapable of selling goods, but that if an earnest personality was apparent in the advertisements the

sales of that brand could be so much larger. The advertising of a brand of champagne in which silhouettes were used might be strained to fit the exception. Where the advertising of any product is so evenly alike, the widest opportunities lie for the introduction of a novel idea. It is surprising that so little has been done with this subject.

The value of personality in advertising goods which are already branded with a distinctive name is inestimable. Many advertisers shrink from adopting this form of publicity for fear of seeming undignified or over-familiar. Yet whenever this has been tried, success has almost without variation been the result. In this category the Rogers-Peet advertising is an example. That it has been successful for fifteen years past no one will deny, and this has been accomplished without loss of dignity or prestige on the advertiser's part. Macbeth Lamp Chimney advertising is another example, as is also that of Vincent, the clothier. Many more might be cited as illustrating the value of interesting the public through the colloquial method of presenting facts. This might almost be named the "heart-to-heart" school. Earnestness is made most impressive through the simple, direct conversational manner of man-to-man language. Frigid announcements, exclusive "cards," will not thaw the public into the warm buying spirit. Many stores discourage patronage of people of moderate incomes by the old-fashioned uninvitingness of their windows and fronts. How much trade is diverted in this way to a "cheaper shop" it is hard to tell. There is much in advertisements which has the same effect.

In spite of the great development of the advertising art within the past fifteen years, as an art or science it is still in its infancy. With few exceptions we have only touched on one side of its diversified character—the most obvious side. The future merchant will have to cultivate many of the faculties of the inductive philosopher in

order to compete with the foremost in his field. The concensus of opinion from experts regarding Whistler, the painter, is that he was a past master in the art of self-advertising. This man had the ability to turn a humiliating defeat as well as a glorious victory to good advertising account. Up in northern New York is a publisher known, not only throughout the United States, but also in Europe, who stands second only to the late painter as a self-advertiser by suggestion. What would seem the most damaging and injurious attacks he by a deft turn or through sheer nerve makes a paying advertisement of himself and his goods. In New York City is a firm of decorators who, while professing no knowledge in the science of advertising, manage through the promptings of some far-seeing inner counsel to keep their name, their business, their qualifications before the people who have the disposition of patronage which they covet; and it is known that in cases where a work was scarcely more than projected in thought this firm in some occult way had knowledge of it, and through having previously prepared the soil, scooped the order almost before the other firms in the same business knew it was on the market. They have a knack of keeping their name posted where at the proper time it will be first to spring into view, ready to answer any and all questions and inquiries. There is something of the enterprise of the American newspaper reporter in this. It is the faculty to ferret out and recognize the advertising possibilities of an otherwise unobserved incident, or probability. Perhaps it is mere initiative; if so, the possessor has an asset which the advertising man, merchant, salesman can do no better than develop along the channels suggested by the daily broadening field of advertising possibilities. The possibilities in advertising by suggestion are large and will repay study. The art is growing too fast for any individual to stand still and remain in it. Like art itself, it is constantly learning. Good taste,

a sense of justice, fairness and the right proportion of things will serve to keep the adman on the right road and in the front rank.

MR. LOWENTHAL, formerly managing editor of the *New York Times*, is now general manager of Mr. Munsey's *Daily News*.

JOB and catalogue compositors—the best in the country—may be interested in the advertisement of the Barta Press, Boston, printed elsewhere. Applicants should, however, bear in mind that only an absolute ability of "making good" will interest the Barta people.

THE *Tribune*, of South Bend, Ind., is a model paper in point of advertising display, all announcements appearing there being set in a style that gives prominence to great or small. There may be some connection between this policy and the fact that the paper carries an extraordinary quantity of publicity, both local and general. On October 16 a total of fifty-one columns was carried, leaving thirty-three columns of reading in the twelve-page issue. Energetic measures on the part of the publishers have done much to educate South Bend in advertising the past five years, it is said, and the result is seen in the advertising that comes from that town to-day. Advertising was formerly regarded as a necessary evil, if not plain blackmail, and comparatively little attention was paid to space when purchased. To-day the pushing, progressive South Bend merchant figures that his space in the *Tribune* is a part of his expenses the same as a hustling, necessary clerk, and he takes it into account as he would the employment of another good man to sell goods.

At this season of the year, every publisher, whose paper is listed in the Roll of Honor, should bear in mind that a few extra lines, directly following his copy in that department, offer an excellent opportunity to state circulation gains during the past year or the first two months in 1904. The charge for such an extra announcement is twenty cents a line per week.

MR. HORACE E. RYAN, advertising manager of L. S. Ayres & Co., Inc., Indianapolis, Ind., writes:

"Indiana's greatest distributors of dry goods have read PRINTERS' INK since 1895, and we feel we can still pay for several years' subscriptions on its past earnings as assistant to the advertising manager."

THE impression has gone abroad that the American Advertising Agents' Association, a corporation, went out of existence at its annual meeting in New York, at the Waldorf in February. It was a good thing and everybody liked it, but it was not strong. The cold winter appears to have been too much for it.

A CORRESPONDENT from Columbia, S. C., writes:

The people in the South, as a whole, are the most susceptible in the country. For this reason, if for none other, the possibilities of greater results from advertising should be looked into by the men who select the media. There are few Southern manufacturers that advertise to any extent. As a rule the people of the South are susceptible, but they are slow to act. They are easily impressed, but hard to induce. This being the case, the big guns of the advertising world should not overlook the South as a good bombardment field. The results may not sprout so soon after the planting as they do in the North and West, but they'll come. "Persistency" is the key-word.

ETYMOLOGY.

The town of Dam-ar-is-cotta, Maine, is said to have secured its name from the Indian-Italian progenitor of a resident of that place; locally known as "the sweet singer of Damariscotta." Cotta is Italian for "caught a." A-ris, is Indian, or pigeon-English for "a rascal." Dam is a down East adjective; often applied to a rascal when caught, and generally delivered in front, reinforced by a kick behind. The sweet singer knows how it is himself.

THE ST. LOUIS STAR'S NEW BUILDING.

This magnificent structure at the northwest corner of Twelfth and Olive streets, St. Louis, was completed January 1st, and is now the permanent home of the St. Louis Star. It is ten stories high, with a basement and sub-basement, and is an imposing edifice. It is con-

structed in the most substantial manner, and is an absolutely fire-proof building, the material used being structural steel, stone, brick and terra cotta. The two lower stories are entirely of marble and the main entrance on Olive street is a splendid sample of the marble worker's art. The counting room of the Star is the corner office of the ground floor; the mailing room occupies the mezzanine basement, and the lower basement is completely taken up by the Star's battery of presses, consisting of a Goss three-deck and color press, a Goss quad and a Goss four-deck and



color press, for color and fine half-tone work.

The third floor is taken up by the Star's editorial rooms and circulation department, and on the tenth floor are the composing room, stereotype room and photo-engraving department. The equipment throughout will be entirely first class and the Star expects as soon as all details are arranged to have as handsome and complete a plant as any newspaper in America.

The new home of the Star is situated on one of the most prominent corners of St. Louis and is provided with every accessory for the comfort and convenience of its occupants. The cost of the building and the additions to the plant will approximate \$500,000.

THE third semi-annual conference of managers of the six dailies represented by M. Lee Starke was held at the Hotel Marlborough, New York, February 16, with a dinner preceding the business discussion. This dinner was unique in that a dish was contributed from each of the six cities. A half barrel of oysters came from Prince Edward Island with the compliments of the *Montreal Star*, the *Washington Star* sent planked Potomac shad, terrapin came from the *Baltimore News*, prairie chicken from the *Minneapolis Journal*, corn pone from the *Indianapolis News*, and real Jersey applejack from the *Newark News*. Those present were J. Whit Herron, business manager *Washington Star*; Theodore W. Noyes, editor *Washington Star*; Hilton U. Brown, general manager *Indianapolis News*; William P. Henry, business manager *Newark* through interchange of ideas. The *News*; W. S. Marson, business manager *Montreal Star*; Charles A. Tuller, business manager *Minneapolis Journal*; Edward A. Westfall, Dan. A. Carroll, M. Lee Starke, L. J. Delaney and W. Y. Perry. Among the subjects discussed were commissions, credits, clean columns, collections, circulation, advertising, trade journals, directories, the Western field and prospects for 1904. The menu was a handsome booklet with caricatures of the business manager of each paper. A telegram signed by all present was sent to Mr. L. M. Duvall, of the *Baltimore News*—who was unable to be present owing to pressure of business resulting from the recent fire—expressing regret at his absence, sympathy in the loss sustained in the fire and complimenting the *News* on its enterprise in so soon getting a new plant ready. It ended with the sentence, "May you never have to pass through another fire in this life or in the hereafter." These semi-annual meetings are of the "get together" sort, and result in great good to all the papers through interchange of ideas. The next will be held at Montreal in September, and the other five cities will be visited at meetings to follow, the order as now arranged being Minneapolis, Indianapolis, Washington, Baltimore and Newark.

The professional adwriter who produces clever work and writes business bringing ads always reads PRINTERS' INK.

* * *

PRINTERS' INK teaches you to avoid waste in advertising and it is recognized as a textbook the world over.

* * *

PRINTERS' INK teaches the novice to avoid waste in advertising appropriations and to secure the most desirable results with as small a sum as possible. It is called the Little Schoolmaster of advertising, and was the pioneer in its field.

It stands to-day as a text book on the subject of advertising, and it is so broad-gauged that no good ideas are ever rejected.—Geo. W. Wagenseller, Middleburgh, Pa.

MR. JOHN T. BUNTING, JR., 608 Boyce Building, Chicago, Ill., has been appointed western representative of the Detroit, Mich., *American Boy*.

MR. R. A. CRAIG, 41 Times Building, New York, and 87 Washington street, Chicago, has been appointed foreign advertising representative of *L'Opinion Publique*, Worcester, Mass.

THE *Evening Wisconsin* carried more advertising in 1903 than any other six-day week paper in Milwaukee or Chicago (excepting the *Chicago Daily News*). The number of columns of advertising carried by the *Evening Wisconsin*, compared with the Chicago evening papers, is given below:

	Cols.
Milwaukee <i>Evening Wisconsin</i>	11,647
Chicago <i>Evening American</i>	8,176
Chicago <i>Evening Journal</i>	6,441
Chicago <i>Evening Post</i>	5,227

"I AM impressed with the fact that comparatively few of the members of commercial organizations make themselves known to the public through the medium of advertisements, and that this field is almost exclusively occupied by others, which accounts in my opinion very largely for the volume of business sent to those who are not responsible to any established and recognized commercial body, and who are not, therefore, accountable under the restrictions and safeguards embodied in the rules of prominent commercial bodies."—Geo. F. Stone, Secretary of the Chicago Board of Trade, September, 1895.

WEEKLY AD CONTEST.

FIRST WEEK.

In response to the weekly ad contest, which has just been reopened, ninety-four advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent in by George D. Andrews, 75 Mt. Globe street, Fitchburg, Mass., and it appeared in the *Daily Sentinel* of that place for December 5, 1903. A coupon was mailed to Mr. An-

drews, as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's

A Mere Spectacle Vender

is not an optician. He is a particularly dangerous quack; he should be even more shunned than the empiric in medicine. There is many a quack who may ease your rheumatism. But there is not one chance in a hundred that the spectacles bought from a peddler will help your eyesight; there are a hundred chances that they will hurt your eyes, hurt them seriously, too. It is very important that your glasses should be exactly correct.

If you are in doubt regarding your glasses, consult our Graduate Optician; he will examine your eyes free of charge and advise you honestly.

S. M. NATHAN
258 Main St.,
Y. M. C. A. Building.

We make the Glasses complete in our own factory.

subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ad had inger-

THE Agate Advertising Company has been incorporated under New York State laws and capitalized at \$10,000. The directors and officers are: Albert D. Samuel, president; Hubert C. Brandau, secretary and treasurer, and Harry Kuhlman, a director. The agency will place the accounts of Muller Pharmacy, 74 University place; Scherer Photographic Studios, with headquarters at 22 West Twenty-third street; De Miracle Chemical Co., 1907 Park avenue; Alfred Vischer & Co., Fourth street and Washington Park; L. Alexander, optician, 106 East Twenty-third street; Warranty Realty Co., 1115 Broadway; the Interurban Home Co., 171 Broadway; Rapid Transit Real Estate Co.; the National Anklet Support Co., 88-90 Reade street; the National Safe Deposit Co., 32 Liberty street; Lawrence, Turnure & Co., 50 Wall street, and several small accounts. The Publishers' Commercial Union says: "This agency is generally recognized and entitled to a line of credit. Mr. Brandau has been in the agency business for ten years. Mr. Samuel has been very active during the last six years in the advertising field, and both are well regarded and well known to the fraternity."

An agreement entered into between the Omaha, Neb., *Bee*, *World-Herald*, *News* and the druggists whose names and signatures are attached:

Each druggist agrees not to advertise any article, or articles, at a price less than that set opposite the name of the article, or articles, on the list attached, by the druggist having the article or articles for exclusive sale, or advertised over his name as agent for same.

The papers will refuse to accept advertising from any druggist on any of the articles named at a price less than that set opposite each article.

Any article that is given to any druggist for exclusive sale, or is advertised over his name as agent, after the date of this agreement, is not to be advertised by any of the druggists whose names are attached at a price less than that which the druggist who has the exclusive sale, or over whose name as agent the article is advertised, determines upon, notice to be given by the newspapers carrying the advertising, to the other newspapers and the druggists, at least two days before the advertising is to start, specifying the name of the druggist handling same, the name of the article and the price at which the druggist determines it shall be sold.

This agreement is to be in effect two years from date, and as long thereafter, as may hereafter be mutually decided upon.

**WORLD-HERALD, BY MAX GOLDSMITH,
BEE PUBLISHING COMPANY, BY H. M.
TURBER.**

**OMAHA DAILY NEWS, BY MEL UHL,
E. H. FAMSLEY (BOSTON STORE).
SHERMAN & McCONNELL DRUG CO.
BEATON DRUG CO.
E. T. YATES.
MYERS DILLON DRUG CO.
KUHN & CO.
Omaha, Neb., Feb. 20, 1904.**



The Baltimore Fire
 proves the only absolutely safe
 place for important papers or
 valuables is a Safe Deposit Vault.
 Boxes, \$3 per year upwards.

The UNION TRUST COMPANY
 715-717-719 Chestnut Street
 Capital (full paid) \$500,000.00

PASSENGERS IN THE PHILADELPHIA STREET CARS ON WEDNESDAY MORNING, FEB. 10, WERE STARTLED TO SEE THE CARD REPRODUCED ABOVE, PORTRAYING IN BRIGHT COLORS THE BALTIMORE FIRE OF FEBRUARY 7 AND 8.

THE IDEA ORIGINATED WITH THE H. I. IRELAND ADVERTISING AGENCY AND WAS RECEIVED AT 12:45 MONDAY, THE 8TH. WHILE THE FIRE WAS STILL RAGING, THE AGENCY'S ART DEPARTMENT WAS PORTRAYING THE SCENE. ON WEDNESDAY MORNING THE CARDS WERE DISPLAYED IN THE CARS. AS A RESULT OF THE ENERGY OF THESE PHILADELPHIA HUSTLERS, ONLY 15 $\frac{1}{4}$ WORKING HOURS ELAPSED ON A CAR CARD WHICH ORDINARILY REQUIRES AS MANY DAYS.

A LIVE AND PROFITABLE CORPSE.

NEW YORK, Feb. 19, 1904.

Editor of Printers' Ink:

With Mr. E. T. Keyser's criticism of the Pope Manufacturing Co.'s advertising which appeared in your issue of the 17th inst. I do not mean to deal, but his reference to the cycle trade as a "dead industry," which is emphasized by your heading, seems to call for some remark. I know it is the fashion nowadays to use that term in referring to the cycling interests, and it is because it is so generally and carelessly used that it would seem that a paper such as your own, as well as the men whom it reaches, might profitably think twice before employing the belittling term. As a matter of fact, the cycle industry is far from dead. It is true that it is not what it used to be, but it is the better for it. The boom was a mushroom growth, and growths of the sort are not normal or healthy or desirable. It was inevitable that the boom should burst exactly as it did burst. But that the city streets and boulevards are no longer congested by aimless processions of cyclists does not signify that the industry is deceased.

It will probably surprise Mr. Keyser and doubtless a good many other men to learn that there have been, approximately, 750,000 bicycles manufactured and sold in this country during the past two years. This is, nevertheless, a fact. As the value of this product would approach the twenty-million-dollar mark, it would appear that the industry is a very live and profitable corpse.

There have always been more bicycles turned out than of any other one vehicle, and I dare say there always will be. If Mr. Keyser, or any of the editors who are accustomed to talk of the "dead industry," the "passing of the bicycle," etc., etc., can cite any other industry that produces even half as many vehicles, they will be doing well. The cycling industry is merely passing through a period of reaction. No attempt at revival will bring about another boom, and no boom is expected or desired. The effort to that end, will, however, bring to many a true realization of the value of the bicycle, and doubtless will induce not a few of those who once rode it aimlessly chiefly because their neighbors rode, to ride again, and for more beneficial purposes.

PRINTERS' INK can do something toward dissipating the idle talk of the deadness of the industry, and the passing of the bicycle, and the intrinsic merits of the article would seem to deserve the service. Yours very truly,

R. G. BETTS,
Editor *Bicycling World*.

WHENEVER you are tempted to be short with a customer whose persistent correspondence is an annoyance to you, just stop for a moment and think how much it cost you to secure that customer. Never mind if his grievance is fancied, it is not wise to be discourteous to him. You paid out good money for an ad which secured his trade, so don't injure your business to gratify your temper.

The Medical Fortnightly, St. Louis, sends out a booklet that contains interesting material hopelessly jumbled. Cast in the form of a continuous story, with an intelligible title page, it would unquestionably be effective.

♦♦♦
Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Mail-order novelties. A. CURTIS CO., Box 72, East Liberty, Pa.

I WILL leave advertising agency for reasonable salary offer. "PROMOTER," Printers' Ink.

WANTED—Press for roll paper. Kidder preferred. "ROLL PAPER PRESS," care F. I.

\$2,000 SALARY hires advertising man who gets new customers profitably. "ACCOMPLISH," Printers' Ink.

MO:RE than 225,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

FERNALD'S NEWSPAPERMAN'S EXCHANGE, established 1886, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

BRIGHT young business man, with few hundred dollars, to join advertiser in advertising business. Handle your own money. Late with Charles Austin Bates. BARROS, 203 W. 109th St.

NEWSPAPERMAN — Printer - editor; fifteen years at news, editorial and business ends of newspaper-making; position wanted in or near New York City. Address "W.," care Printers' Ink.

WANTED AGENTS—We have them that sold four dozen in three hours. Made seven dollars profit. Send \$1.25 for three-dollar outfit. DEPT. A, THE GOODSPREAD MFG. CO., Ann Arbor, Mich.

ADMAN, energetic and up to date, wants a position with a manufacturing company or reputable retail store. Liberal education and good references. Address "C. F. F.," care Printers' Ink.

MANUFACTURERS, Publishers and Inventors —Kindly send samples or circulars of goods of merit, with quantity prices, to a good field. CROSS & CO., Box 376, South Hampton, N. Y., Dept. B.

WANTED—ORDER AND RATE CLERK. Man familiar with newspaper rates, with some experience. Write, stating references and salary wanted. Address "ADVERTISING AGENT," care of Printers' Ink.

CANVASSERS WANTED—Skilled men and women make \$1,000 per month taking subscriptions and advertisements and making write-ups for NORTHWEST FARM AND HOME, North Yakima, Wash.

THREE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

POSITION as adwriter—assistant or manager. Correspondence courses and some successful experience. Excellent references. Will accept small salary as assistant to successful writer of extensive advertising. "C. T.," this office.

MECHANICAL SUPERVISION assumed of the production of periodicals, literary works, advertisements, etc., from inexpensive to most elaborate, by practical up-to-date man. Address "PERFECT PRINTING," care of Printers' Ink

NEWSDEALE AND SUBSCRIPTIONIST. I solicit the correspondence of all commission-allowing newspapers, magazines and periodicals. I am the only distributor and subscriptionist in this city.

JESSE HOOBLER,
Streator, Ill.

ADVERTISING WORLD, Columbus, Ohio, a monthly journal of information, plans, suggestions and ideas for advertising. Send today for free sample, or 10c, for four months' trial.

A DVERTISING SCHOOL GRADUATE

wanted at once to represent us in every city and town. References. Address

THE BARNARD SYSTEM, Incorporated,
87 Nassau Street,
New York.

FOR SALE—Two trade papers in Western city for \$35,000, doing business of over \$18,000, can be secured for \$18,000. Advertising now under contract for 1904, \$14,583.11. This is a paper for two live business men who desire to make from \$4,000 to \$6,000 a year profit each. B. J. KINGSTON, Michigan Newspaper Broker, Jackson, Mich.

BUSINESS CHANCE—I have a good proposition for any reliable man with \$2,500 who is brave enough to take a big shot at big game. Perfectly legitimate. Will net \$6,000 in ninety days. I will promote and divide equally with reputable business man who will furnish capital and who may handle all money. Investigation solicited. Address "BUSINESS," care Printers' Ink, New York City.

WANTED—Advertising Agency desires services of a capable and versatile advertisement writer, who can write booklets, folders, follow-up letters, and furnish instructions to the printer.

One who has an agency experience preferred.

Write fully, giving references, salary expected and sample of work. Address

"W. A. W.", care of Printer's Ink.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

SIITUATION wanted as advertising manager of S manufacturing concern or reputable publication. Would accept position as traveling solicitor for first-class magazine. Ten years' experience in the mail-order business and newspaper work. Understand advertising in general, and mail-order advertising in particular. Clever correspondent, up in advertising, preparation of literature, follow-up letters, etc. Age 32; single. Highest references. Can make money for some enterprising man. "SOLICITOR," Printers' Ink.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and generate money by writing to me. We will tell you how to start a business of your own at home which will do more to establish your reputation as an adwriter than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite B, 2319 Land Title Bldg.,
Philadelphia.

ARE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAGGOODS (INC.),
Suite 511, 309 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 525, Monadnock Bldg., Chicago.
Suite 1326, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

A GOOD POSITION and salary awaits the man qualified to take either the front office work or superintendency of a large printing office, bindery and folding-box plant, located in the best city of the West, and one of the most promising commercial and seaport towns in United States. Applicant must have \$8,000 to \$12,000 to take up stock now in hands of undesirable parties. Company stocked at \$50,000, all paid in. Plant new from end to end. Good trade now in line and increasing, with prospects bright and possibilities great. If you are the man we are looking for, address "H." care J. W. Butler Paper Co., Chicago, Ill.

SUPERINTENDING or working Foreman of a first-class Printing plant is open for permanent engagement with reliable concern; 17 years' practical experience. Sober, married. Small city in Pa., N. Y., preferred. A references, character, ability. Address Box 305, Greenwich, Conn. Full particulars.

WPUBLISHERS not represented in Chicago, THIS IS YOUR OPPORTUNITY! I will work for a limited number of agricultural or other class publications, or good country weeklies, furnish office and cover field thoroughly, for \$1 per week and 10 per cent commission. No contract; you stop the pay if I don't get the business. Send sample copies, lowest rates, etc., and \$1 now, and put me on your pay-roll at \$1 per week T. F. I guarantee honest work and will take only a limited number of publications on these terms.

Write to-day.

L. M. SKINNER,
No. 261-171 Washington St.,
Chicago, Ill.

The *Drovers' Journal*, Chicago, says Mr. Skinner is a reliable, experienced advertisement solicitor.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 233 Broadway, New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 233 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce H. St., New York. Service good and prompt.

MAILING MACHINES.

THE DICE MATCHLESS MAILEK, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. SMITH PRINTING CO., 312 Broadway, Toledo, Ohio.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. WHITFIELD'S CARBON PAPER WORKS, 123 Liberty St., New York.

LETTERS FOR RENT.

COUNTRY CANVASSERS—Let brand-new letters from such for rent. Write me for particulars. BOX 2412, BOSTON, MASS.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 230 B'way, N. Y.

ENGRAVING.

SANDERS ENGRAVING CO., St. Louis, Mo., S Electrotypes and Photo-Engravings. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

INSTRUCTION BY MAIL.

HUMAN NATURE TAUGHT thoroughly by mail or no pay. Mention P. I. and get Samples from Lessons free. SCHOOL OF HUMAN NATURE, Athens, Georgia.

BULLETIN BOARDS.

BALL BROS., 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

PRINTERS' INK.

LITHOGRAPHY AND TYPOGRAPHY.

LIOTHGRAPHED blanks for bonds, certificates, etc., which may be completed by type printing. Send stamp for samples. KING, 106 William St., New York.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? B. J. KINGSTON, Michigan Newspaper Broker, Jackson, Mich.

INDEX CARDS.

EVERY modern business nowadays uses the Card Index system. We are manufacturers and retailers of Index Cards, Guides, etc. Write for sample sets and prices.

STANDARD INDEX CARD CO.,
703 Arch St., Philadelphia, Pa.

NEWSPAPER METALS.

WHEN you know that the biggest newspapers in the country use Blatchford Metals—Stereotype, Linotype, Monotype—and use them always, you ought to ask yourself if there isn't a reason for it. Our "Metal Lore" tells it. Write for it. E. W. BLATCHFORD CO. ("A Tower of Strength"), 64-70 N. Clinton St., Chicago.

MAIL ORDER BUSINESS.

MAILING LIST just completed, containing names of Cashiers, Bookkeepers, Salesmen, etc., in St. Louis, Mo. These names cannot be improved upon, if you want strictly high-class lists. Price, 20c. per hundred.

CHAS. F. ALLISON,
2012 N. Ninth St., St. Louis, Mo.

PUBLISHING BUSINESS OPPORTUNITIES.

MODERN publishing is based upon the great growth and boundless future of advertising. Own a good publication and you have a splendid business. You can begin small or start farther up. Whether you invest a few thousand or a few hundred thousand, I can aid you to get right at the right thing right. EMERSON P. HARRIS, Broker in Publishing Property, 233 Broadway.

BUSINESS STATIONERY.

IWANT to send samples of engraved business stationery—steel die embossing—to discriminating business men who appreciate the importance of using letterheads that must create favorable impressions. Beautiful work. Special prices if you mention Printers' Ink.

Send for samples of fine social stationery, calling cards, wedding invitations, etc.

JAMES BROMLEY, Stationer,
53 Malden Lane, N. Y.

HOUSE-TO-HOUSE DISTRIBUTING.

IAM placing millions of pieces of advertising matter from house to house throughout the entire United States for many of the leading and most conservative general advertisers. Last year I placed over seventy million pieces.

I offer all advertisers the only proven national distributing service that has made good. No small boys or bill posters connected with my service. Only men who make distributing their exclusive business.

If you have never tried my line, tell me what you have, territory you cover, and let me make a test distribution. I know something about selling, trade conditions, etc., and will not accept your order if I do not think I can make it pay you.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 442 St. Clair St.,
Cleveland, O.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000, 253 Broadway, New York.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

HALF-TONES.

WE would like to estimate on your half-tones either for the newspaper or other work. STANDARD ENGRAVING CO., 61 Ann St., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Sent for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PROPRIETARY REMEDIES.

THE BLUE GLASS INHALER. A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address THE RIPANS CHEMICAL COMPANY, No. 10 Spruce St., New York.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascaret boxes and five million valentine boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

161 Water Street,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

DOXINE, a non-inflammable substitute for lye and benzine. Will not rust metal or hurt the hands. Restemper and improves the suction of rollers. For sale by the trade. Made by the DOXO MANF'G. CO., Clinton, Ia.

PRINT SHOP PROPRIETORS—On receipt of \$1.00 I will "put you on" to a line of business that secured for me customers from all my competitors, and that is proving a "repeater" right along from a class of business men who are regular print shop patrons. F. PROBANDY, San Angelo, Tex.

PREMIUMS.

TRINER SCALES make useful premiums. Complete line. Send for catalogue. TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.

FOUNTAIN PENS are always in demand for premiums. My pens are guaranteed perfect—14-k. gold. Big inducement for quantities. Write TRANSOM, 3122 Groveland Ave., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$20,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 3rd issue now ready; free. S. F. MYERS CO., 45w, 45-52 Maiden Lane, N.Y.

SPECIALTY PRINTERS.

HAL MARCHBANKS'S PRINT SHOP, on the Tow Path at Lockport, N. Y., prints effective things for advertisers. Send for samples.

SOUVENIR pictures for special sale days—a new and original effect. HAL MARCHBANKS'S PRINT SHOP, on the Tow Path at Lockport, N. Y.

HOMESPUN stationery, special announcements, and attractive printing for advertisers and others. HAL MARCHBANKS'S PRINT SHOP, on the Tow Path at Lockport, N. Y.

YOU can't get the best results, even from a well-written ad, unless it is an attractively printed ad. That's where we come in strong. HAL MARCHBANKS'S PRINT SHOP, on the Tow Path at Lockport, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, W. of 17 Spruce St., New York, sell more magnesia cut inks than any other ink house in the trade.

Special prices to cash buyers.

TRY Bernard's Cold-Water Paste, and you will adopt it as the only paste possible for use in office or factory, with no unpleasant odor, dirt and waste. Ask for sample package. BERNARD HOLMES AGENCY, 46 N. State Street, Chicago, III.

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. 12½c. per pound. Let your jobber put in an 8-pound can with your next order. Makes the old rollers like new. Made by the DOXO MAN'G CO., Clinton, Iowa.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect for high-grade catalogues.

AVOID BUSINESS TROUBLES. Use manifolding stationery for orders, bills, letters and all detail work. Get our prices for what you use or may want to use. We quote low.

HANO, New York and Chicago.

CARBON PAPER. Something you could use all day long without soiling the hands; something with which you could make copies sharp, brilliant copies and that wear like iron.

PHILIP HANO & CO., 806 Greenwich St., New York. 335 Dearborn St., Chicago.

BUSINESS OPPORTUNITIES.

GO INTO THE MAIL-ORDER BUSINESS—Send for particulars of my "Idea." V. H. RAINBOLT, Box K, Bloomfield, Ind.

HERE IS A MONEY MAKER. DO YOU WANT IT? I have an original copyrighted advertising idea which has made me more good, clean money than anything I have found in all my ten years' experience in the domain of advertising.

On an original investment of only \$50, I have cleared in actual cash over \$2,000, as shown by my books. Any man of ordinary intelligence, living in a town where there is a printing office capable of handling half tones, can work it. I will send sample, full instructions and right to publish under the copyright which I hold for \$5. There are no "traps" to this. I have nothing to sell you, and the ad contains all the information I have to offer. It would not be in the columns of this journal were it not all right.

If you have no ability to take a valuable idea when it is put before you, and work it, don't send me your \$5; you would simply lose your money, and I don't want it bad enough to have you lose it. If you have such ability, however, you will thank me for giving you a chance to invest in so good a thing for so little money. I am not particularly smart myself, but this little idea has made me \$2,000, just the same. Does not interfere in any way with your present occupation. Only a limited number of orders accepted. Address

EMERSON DE PUY, Des Moines, Iowa,
302 Locust St.

MAIL ORDER.

A CLEVER IDEA for a Mail-Order Business. Send for further particulars. V. H. RAINBOLT, Box K, Bloomfield, Ind.

FOR 50 cents I will send you a legitimate scheme that brought me 225 mail orders in 30 days. KARNS, 1017-171 La Salle St., Chicago.

MAIL-ORDER houses, or those entering same learn our methods of turning inquiries into orders. Our plan guarantees success. Address "M. O. DEPT." "Barnard System," 87 Nassau St., New York.

MAIL-ORDER MEN, MIXERS AND PUBLISHERS: I will honestly mail your circulars, subscription blanks, etc., at 10c. per 100, \$1 per 1,000. Key and try me.

DANA M. BAER,
Dept. X, Luverne, Minn.

BOOKS.

25c. **P**OCKET DICTIONARY. **25c.** Need one! We have it. Black leather, indexed. FULL OF INFORMATION. THE HAMILTON CO., Dept. P, Concord, N. H.

BEST FOR PRINTER, ADVERTISER, AD WRITER—"Points for Printers"; 40pp. "Most practical, compact, complete Printers' Manual." "Full of happy ideas and good values." 25c., postpaid. W. L. BLOCHER, Tecumseh St., Dayton, Ohio.

WHEN PAPA RODE THE GOAT. CARLETON PUB. CO., of OMAHA, NEB., have issued a copyrighted book with the above title, illustrated with 100 colored engravings, which is the most comical work of the kind we have ever seen. We advise our readers who wish to have something to drive away the blues to send 25 cents for a copy to the above address.

PRINTERS may have my copyright lodge cut catalogue free.

FOR SALE.

LINTYPE for sale. First-class condition. Address "B. M. M." care of Printers' Ink.

FOR SALE—8-point Simplex typesetting machine, with 400 lbs. type. Now in daily use and in good condition. Bargain for cash buyer. G. P. BROWNE, Anderson, S. C.

STATE and County rights for a newly patented outdoor advertising device. Literature on application to COMMERCIAL DEVELOPMENT COMPANY, 916-918 N. 30th St., Philadelphia.

FOR SALE—On account of death of proprietor and founder of THE EMINENCE CONSTITUTIONALIST (established 1865) newspaper and plant will be sold to wind up estate. Newspaper is money-maker. Paying job department. Building sold with plant if desired. Apply G. ALLISON HOLLAND, Executor, Eminence, Ky.

HOE PERFECTING PRESS for 4 or 8 pages, with complete stereotyping outfit; first-class condition; cheap to immediate purchaser. CAPITAL PRINTING CO., Washington, D. C.

FOR SALE—A NEW OLDS, WITH DOS-A-DOS, bought in 1903, used awhile. The following 1904 improvements have been put on and never used: Cylinder, Midgley artillery steel wheels, transmission gears, chain and sprockets, spiral gears, water cooling system, Bliss Chester coil radiators. Goodrich double tube clincher 1904 tires slightly used. Removable dosa-dos. No need to pay full price for 1904 model, as you practically have it here. We made a new model out of this, expecting to use it this year, but got the "fever" and want a larger machine. First check for \$500 takes it. HOMER J. TAYLOR, East Liverpool, Ohio.

PRINTERS' INK.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

ADDRESSES FOR SALE.

1,451 R. F. D. route names; Ohio, \$1. Z. X. COREY, Maryville, Ohio.

NAMES of 400 heads of families this town, all well to do, \$1. NEWS, Bunker Hill, Ill.

500 NAMES for \$1. Valuable to advertisers. E. DE HART, 171 Market Street, Amsterdam, N. Y.

1,000 NAMES, guaranteed mail-order buyers; 10c. per 100. EDITOR NEWS, Bunker Hill, Ill.

BEST facilities for furnishing names of dealers in any line of business in U. S. All guaranteed. State your wants. Moderate price for service rendered. 25c. per 100. DAUNLESS SUPPLY CO., Canton, O.

1,000 NAMES, \$1, prosperous villagers and farmers in OHIO VALLEY and BLUE GRASS—the kind that answer with cash when the proposition is all right. New LIST, never published before. WALTER CHANEY, Winchester, Ky.

SOUTH DAKOTA FARMERS HAVE THE PRICE—Offer them anything by mail that is all right and they will buy. Try them with our guaranteed list of 5,000 cream shippers. Write to THE WESTERN ADDRESSING CO., Lock Box 456, Millbank, So. Dak.

10,000 LETTERS from agents and canvassers all over the country. Will rent, all or part, for quick copy. Very reasonable price. Fine lot. Investigate this. It's worth looking into. Address "AGENTS' LETTERS," c. o. Printers' Ink.

ADVERTISING NOVELTIES.

POCKET Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINE & SON, Printers, 5th above-Chestnut, Philadelphia.

3 NEW Advertising Novelties—A Pencil Holder, 3 a Nail File, and a Toothpick Case. 3 samples 10c. Agents wanted. J. C. KENYON, Owego, N. Y.

A "SIGN OF THE TIMES"—The Pulveroid Sign. Best for advertising your business. Write for sample and price. F. F. PULVER CO., Rochester, N. Y. Buttons, Celluloid Advertising Novelties, etc.

DO YOU WANT A REALLY GOOD ADVERTISING NOVELTY—one that will give you the most advertising for the money? Send 2c. stamp for sample. MODERN MFG. CO., 97 Read Street, New York.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITFIELD & HOAG CO., Newark, N. J. Branches in all large cities.

\$5 REWARD. The Country Home Prize PUZZLE. The greatest little ad novelty out. Compels people to study your announcement. Sample for stamp. UP-TO-DATE MFG. CO., 66 High St., Factoryville, Pa.

THE Parisian Weather Indicator is seen often, last longer and attracts more attention than any other advertising novelty yet produced. Can be mailed in ordinary envelope. Samples 10c. ALFRED HOLZMAN, Greenville, Miss.

LITHOGRAPHED weather indicators—little girl's dress and boy's pantaloons change color with the weather. Can be mailed. One of the most lasting and attractive advertising novelties out. Four designs. Samples and prices, 10c. Sample and prices our "Mystic Wallet," 25c. "Little Traveler" (catalogue), 4c. stamps. THE SOLIDAY NOVELTY ADV. WORKS Knox, Ind.

SEND 50 CENTS for a sample of the finest little advertising novelty, subscription premium and convention souvenir ever offered to publishers and advertisers. A LOOSE LEAF PERPETUAL VEST-POCKET MEMORANDUM BOOK. Absolutely new and up-to-date. Special prices in quantities. Do not fail to investigate carefully and send 50 cents for sample book. Agents wanted. TENGWALL FILE & LEDGER CO., Chicago, Ill.

PROGRAMME FOLDERS.

PROGRAMME and Marriage Folders, 50 per cent lower than any house in America. Beautifully embossed in gold, 40c. per 100 up. Samples, 5c.

PENN CARD CO.,
138 S. 6th St., Philadelphia.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

25 WORD advertisement six months, 25c.—YOUTH'S BLADE, New Tripoli, Pa.

HARDWARE DEALERS' MAGAZINE Circulation 17,000. 253 Broadway, New York.

A DVERTISER'S GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

A RE you anybody! Then advertise in ANYBODY'S MAGAZINE, Peekskill, N. Y. Copy and rates free.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

D RY GOODS REVIEW, 506 Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.00 an inch, 10c. a line.

25 CENTS for 30 words, 5 days. ENTERPRISE, Brookton, Mass. Circulation, 9,000. Carries a solid page of want ads. Want ad pages are closest to the hearts of the people.

60 CENTS an inch for advertising in THE NEBRASKAN, Ansley, Nebraska. Only farm and family monthly published in Central Nebraska. Guaranteed circulation, 10,000.

T OWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

T HE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 23d. Ask your agency about it.

1,000,000 TRAVELERS can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 21 Park Place, N. Y., or 15 Adams St., Chicago.

\$10 WILL pay for a five-line advertisement four weeks in 160 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

100,000 GUARANTEED circulation, 25 cents a line. That's what the PATHFINDER offers the advertiser every month. Published by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

ADVERTISEMENT CONSTRUCTORS.

50 ADS, any business, \$1. J. H. LARIMORE, Westerville, Ohio.

IDEAS and layouts for advertisers.

RYDER-TARBOX CONCERN, Malden, Mass.

FRED W. KENNEDY, 39th and Langley, Chicago, writes advertising your way—his way.

I LIVE by writing Ads. You will die famous by using 'em. SAM'L RUD COOK, Rockport, Ind.

JOHN K. CRAIG, promoter of judicious advertising of every kind, 902 Columbia Ave., Lancaster, Pa.

PRACTICAL, common-sense, business-bringing advertisements written. ESTELLE BLEYTHING, 22 Munn Ave., East Orange, N. J.

WHAT'S Cooked should be Cooked thoroughly. SAM'L RUD COOK, Rockport, Ind. Cooks Ads people will digest.

A DVERTISEMENTS and cuts, new daily. Retailers and bankers should use the best, Moderate prices. ART LEAGUE, New York.

M Y specialty is grocery ads. They sell the goods. Write to-day for special proposition. It's free. MYERS, THE AD MAN, Hamilton, Ohio.

VICTOR H. RAINBOLT, Bloomfield, Ind., Advertising Counselor. Advertising matter of all kinds prepared. Mail-order literature my specialty. Correspondence invited.

EVER realize that I have something new under the sun in constructing! The mails procure the plan for you.

ANDERSON, 10 Morton St., New York.

MY weekly advertising service increases your business because I write effective advertising; six-inch ad each week \$25; % newspaper page \$1. Tell me your ad needs. H. E. REEVES, 216 Spring Garden, Philadelphia.

A GOOD proposition when backed up by advertising is that it is sincere and truthful, usually brings success. Earnestness and sincerity are characteristics of the work turned out by JAMES J. NORMILLE. Station F, Boston, Mass.

ENTIRE YEAR'S ADVERTISING—52 snappy, business-bringing ads for a ten-dollar bill. (Formerly with Bates Adv. Co., N. Y.) "I know how." Any business.

BARRIOS, 203 W. 109th St., New York.

THE Printer Journalist says: "MR. SCARBORO, of Brooklyn, is one of the oldest and best-known of all the adwriters. He is a master of that brisk, brief, antithetical style—some call it 'jerky,' but even if it is, a 'jerk' is oftentimes more effective than a steady pull."

I COMPILE and revise rate cards. Arrangement, size and every point of information agencies and advertisers want to know carefully thought out. Copy submitted for approval. If accepted, my charge is satisfactory. A. N. WALTERS, with Duemayer Advertising Agency, Tribune Bldg., Minneapolis, Minn.

I'm a specialist in clean advertising. If you launder—press—clean—dye—renovate anything, remember the specialist.

If you manufacture anything that cleans, or clean anything that is manufactured, remember the specialist.

I'll give you clean advertising, too.

Samples—testimonials—proof of ability.

WILLARD BOTOME, St. Paul Bldg., New York.

MY ADVERTISING KNOWLEDGE is built upon a foundation of ten years' experience in editorial and reportorial work on leading metropolitan newspapers.

That happy faculty of concentrating facts and serving them *properly* to the reading public has become second nature to me.

That's the secret of good advertising.

J. JEROME NORDMAN,

"Ads that Add—Written Right,"
706 Tradesmen's Building, Pittsburgh, Pa.

I IS "YOUR ADVERTISING" PAYING? We're interested in knowing, because we're SPECIALISTS IN "YOUR ADVERTISING"—and would like to submit to you our plan and quotations for preparing your publicity.

Remember, we write and design catchy ads—effective ads—ads that pull business. We also prepare attractive booklets, folders and literature of all kinds. If you'll write us on your letterhead, we'll be glad to send you our interesting booklet, "HOW TO MAKE YOUR ADVERTISING PAY," and other matter.

VOORES & COMPANY,
Morton Building, New York City.

Ruts are indentations worn in various ways—highways and business ways, for instance—and in both of these they are serious and costly hindrances. Your advertising matters may have gotten into a really deep "rut," and you quite unaware of it—thousands are in that plight and never dream of such a thing. If your "rut" is not very deep, perhaps you can see over its edges and note what your anti-rut competitor is at.

I make Catalogues, Price Lists, Booklets, Circulars, Folders, Notices, Mailing Cards and Slips, Follow-Up Letters, Newspaper, Magazine and Trade Journal Advertisements, etc., for those who are in advertising solely for what they can get out of it. The most successful share I ever set for new clients is baited with "samples" of the work that caught others. Sending for such samples will cost you nothing and commit you to nothing. Postal cards will not be noticed by

No. 14. FRANCIS I. MAULE, 402 Sansom St., Phila.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. SNYDER & JOHNSON CO., Elsworth Bldg., Chicago.

I write ads on order, to suit any business. I also originate illustrative cuts, unique borders, etcetera. Price is moderate, ranging from \$5c. to \$5, according to amount of work required. You can save money and sell goods by dealing with me. I will give ten lessons in the principles of Ad-writing for \$5—payable at the rate of \$1 a week.

G. GRIFFITH CLAPHAM,
Sea Cliff, N. Y.

AN INQUIRY reached me last week for "a sample of a booklet suitable for the laundry business." This leads me to believe it would be a good idea to emphasize the fact that I have no ready-made copy nor stock-cuts of any kind. My work is all "custom-made" to fit the conditions and circumstances of my clients.

I have just forty copies of my latest illustrated mailing card—the kind I am asking at \$10 for a thousand, complete. I don't think I could find better use for these cards than to send them to those who would take a little more than ordinary interest in them. Use a postal card in writing, if you wish. I would much rather receive a genuine inquiry on a postal than a letter with an engraved heading from a busybody.

Write me on any kind of an advertising proposition except placing copy. I am not running an agency.

LOUIS FINK, JR.,
Maker of Profitable Advertising Literature,
Fifth Street, near Chestnut,
Philadelphia.

TO ADVERTISEMENT CONSTRUCTORS
(Amateur and other).

\$200 FOR THE BEST ADVERTISEMENT.

\$100 FOR THE SECOND BEST.

\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 1, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tabules have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tabules, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tabules have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tabules and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tabules. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it, who had thought themselves the only ones to suffer in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to
CHAS. H. THAYER, PRESIDENT,
THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

ADVERTISING FOR MANUFACTURERS AND
WHOLESALEERS.

I MAKE a specialty of advertising for large manufacturing and wholesale concerns, either for the purpose of securing direct mail orders or of making the salesmen's work more effective.

My work is not confined to this particular field—but that is the subject of this advertisement.

I was brought up in a manufacturing business, and long experience in the executive work of handling salesmen, the planning of sales campaigns of all kinds, and the actual contact with all sorts of difficult conditions relating to the selling of goods, have given me a pretty keen advertising instinct.

For a considerable length of time I was advertiser for a large manufacturing concern which had the reputation of doing the best advertising in its line. After developing my work for this house to its full possibilities, I turned my ideas, methods and experiences to the general advertising field, and my success has been gratifying.

The following will give an idea of how I take up the work of a new client:

A certain manufacturer who does the largest business in his line in this city admitted that advertising was a good thing for other people, but couldn't see how it would benefit him, as his business was confined to a few large accounts, and it was necessary for traveling salesmen or resident brokers to come into actual contact with buyers.

"Where are your goods sold?" I asked him.

He mentioned the territory, and further inquiry brought out the fact that his customers were mostly in large and strongly competitive centers—the easiest points for the salesmen to reach.

"You have seven or eight big accounts in New York," I said. "What happens when you lose one of them?"

"Why, it makes a big hole in my yearly business."

"Why don't you build up a business among the rank and file of desirable dealers instead of confining your business to a few large accounts,

which partially cripple you when you lose one or two?"

"I dare not yet awhile. It might drive away the big people I now have."

"Do they cover the entire country?"

"No."

"What's the matter with going after the trade that your big customers don't control? There's enough of it, isn't there?"

"Yes, the trade is there, but it couldn't be thoroughly covered with salesmen—the cost would be prohibitive."

"You don't have to send salesmen after this trade," I told him. "I can start an advertising campaign in that territory which will bring in the orders by mail just as surely as if you sent out salesmen after them."

He was somewhat sceptical, but the upshot of it all was that he appropriated a thousand dollars for an experimental campaign.

After studying the situation carefully, I mapped out a plan of campaign, prepared five pieces of mail matter, devised a good follow-up system and started the work going.

This advertising actually brought in a number of large direct orders and any number of good inquiries, which were closely followed up and converted into sales.

The net result was that this manufacturer opened up virgin field at a comparatively insignificant cost, and woke up to the possibilities of doing such work on a much larger scale.

This achievement was possible only with the right goods and intelligent exploitation.

If you can deliver equally good goods, I can deliver equally good advertising.

If interested, I want to hear from you.

Send for the following booklets:

"SELLING MORE GOODS,"

"YOUR VOICE CANNOT REACH EVERY NOOK AND CORNER OF THE LAND,"

"CLINCHING THE SALE."

(To proprietors and managers only who write on business stationery.)

EDMUND BARTLETT,

Advertising Specialist,

150 Nassau St., New York.

I make catalogues, booklets, mailing folders, cards, posters, newspaper, trade paper and magazine ads, etc.—original and distinctive things both in literary form and illustrative and typographical arrangement.

THE OCCULT-PSYCHIC-MYSTICAL SIDE OF ADVERTISING.

Editor of PRINTERS' INK:

There is an occult side to advertising that but few advertisers comprehend.

A few of our greatest and most successful advertisers are mystics. It takes a mystical nature to understand the psychology of advertising.

The spiritual nature cultivated always gives a man a keener insight into the nature of things; makes him a better judge of things and nature, and a master in judging human nature. He sees ahead, he sees within; the occultist *knows* what, when, where and how to do, especially with respect to advertising.

So, if you go amongst our great advertisers you will be surprised to find many of them interested in mysticism, occultism, spiritual science, and delving more or less into the kingdom of spirit.

The mystic adepts of the great brotherhoods are deeply interested in printing, publishing and the creation and circulation of newspapers and periodicals. They *know* that these publications are only possible through the help of advertisers, and they have this saying in gold letters on the walls of the inner temples of all their lodges: "Blessed is he who helps circulate newspapers and periodicals; blessed is he who continuously expends great sums of money in advertising in any medium that disseminates knowledge."

The holy mystic looks upon newspapers and periodicals as tremendous forces for good, for education and progressive civilization, and says that the mighty occult powers and forces of the *Unseen* always help and prosper the generous advertiser, in countless ways.

The *Unseen* is the Real, and men are coming to understand more and more, each succeeding day, that

"Earth's crammed with heaven,
And every common bush afire with God;
But only he who sees takes off his
shoes."

Truth is a full-orbed unit. The occult mystic man has by far the best judgment as to the real wants and needs of the great human family, and also knows how to supply these in a simple, scientific way and make the fact known that he is a producer and supplier in the easiest and most scientific way. He uses, year in and year out, all the great daily papers with large daily copy, and supplements this with liberal advertising in the weekly and monthly papers and magazines, and possibly a generous streetcar and outdoor display.

Again, the psychic-occult man is the prince of optimists, and has nerve, courage, force and persistence, the es-

sential qualities to all success, especially successful advertising. A timid or pessimistic man is more or less *negative*; an optimist is *positive*.

Everyone is soulful and responds quickly to soulful vibrations, i. e., live positive statements made in faith (large copy persistently used), in mediums of great circulation and distinctive character, always bring great results.

There is not one advertiser, who aspires to great success, but what will do well to study the mysteries of the psychic-mental realms of life, for herein hideth the great psychic-occult secrets of success in all lines of human endeavor.

The mystics, many of whom spend great fortunes yearly in advertising, have as a motto: "Once an advertiser, always an advertiser." The wise man never stops advertising and never ceases to expend more and more money each succeeding year on advertising.

The mystic brotherhoods are delighted to see that "The Psychology of Advertising" is to be discussed. Much profit to the publisher, the advertiser, the agent and the whole will come out of such a discussion, and we who are deeply and fervently interested in general progress will be pleased to see such sane and dignified publications as the Little Schoolmaster give some space, now and then, to the occult or mystical side of advertising—really the spirit, soul and heart of advertising. Yours sincerely,

FRANK HARRISON,

Editor Magazine of Mysteries.
Framingham, Mass., Feb. 13, 1904.

The man who has faith in his business and in human nature, naturally looks upon advertising as the only means to the end he seeks to attain.—Jed Scarboro.

WHEN you want a thing done well, do it yourself, if it's in your line; if not, hire a specialist.—Jed Scarboro.

Displayed Advertisements.

20 cents a line; \$20 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

ADV.
NOVELTIES MADE FROM NAILS
They're attractive, substantial and cheap.
Sample, a World's Fair Souvenir, 10c.
WICK HATHAWAY'S C'RN. Box 10, Madison, O.

"HOPKINS, ADVERTISER,"
ADWRITER.

127 Duane St., New York City.
Pertinent, Pungent Ads that will reach the reader and reap results.
Send me \$1 and your "copy." It will (not may) save you money.

IMITATION TYPEWRITTEN LETTERS

Do You

Use Them?

I can supply you with circular letters in imitation of typewriting, which when filled in with my special ribbons (furnished *without charge*), are beyond detection. If you use such letters, write for samples and low prices. I can save you money.

JOHN ROGAN, Circular Letter Specialist, Dept. C, ROCHESTER, N. Y.

**PROFITABLE PUBLICITY
PROPERLY PREPARED.**
J. JEROME NORDMAN,
"Ads that Add—Written Right."
208 Tradesmen's Bldg., Pittsburgh, Pa.

TO THE
HARTFORD TIMES
The American Newspaper Directory
for 1905 accords the largest
DAILY CIRCULATION IN CONNECTICUT

Book of Bargains Just the Thing for You

Without doubt the most complete illustrated catalogue of everything made in up-to-date Watches, Optical Goods, Notions, Cutlery, Flat Ware, White Stones, Solid and Plated Jewelry, and the latest imported and domestic Novelties for Mail-order Concerns, Diamond Palaces, Pawn Brokers, Sale Stores, and Premium Houses. We will mail this BOOK FREE to any one proving himself a dealer. We will not allow the book to get into the consumers' hands. Write now for one.

SINGER BROS. 88 Bowery,
New York.

22

**BUSINESS
BRINGERS****Over 1,100,000 Homes.**

PHILADELPHIA.
Sunday School Times
Presbyterian
Lutheran Observer
Christian Standard
Baptist Commonwealth
Episcopal Recorder
Christian Instructor
Lutheran
Methodist
Heidelberg Teacher
Advanced Scholars' Quarterly
Intermediate Scholars' Quarterly
Junior Quarterly
Heidelberg Home Department
Quarterly

NASHVILLE.
Christian Advocate
Epworth Era
Children's Visitor
Sunday-School Magazine
Senior Lesson Quarterly
Intermediate Lesson Quarterly
Home Department Quarterly
Methodist Review Quarterly
We Shall Be Pleased To Hear From You. 22

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.



What Does Your Trade Mark Mean?

Your trade mark may speak volumes to you, but what does it mean to other people?

A trade mark may mean a value of thirty cents or many millions of dollars—it all depends upon what it means to the great buying public.

The education of the purchasing public as to the importance of buying by brand—buying your brand—is the most important part of advertising.

We have had a long and successful experience in this particular branch of publicity, and can lay before you a plan for persuading the consumer to demand goods bearing your brand that will interest you.

Letters from manufacturers interested in this important subject are invited.

THE GEORGE ETHRIDGE COMPANY,
No. 33 Union Square, New York City.

Pearson's Change of Rates



UPON April 1st, PEARSON's new advertising rates will go into effect.

THE new gross rate will be \$225.00 per Page.

THE increased rate is made necessary by PEARSON's increased editions.

THE increased editions have *already* been attained.

THEY do not represent hopes of the future.

THEY are the *realization of hopes* of the past.

THE manner of attainment has not been spectacular.

THE increase has been a steady one.

UNDER the present management, the increase has averaged about 3,300 copies per issue during a period of about twenty-one months.

WE are making the increase *in rates* a very small one.

BECAUSE—

WE propose to remain in the class of "one of the best-paying mediums in the field."

PEARSON's is now ranked among the best three magazines in 75 per cent of the lists in which it is included.

In a number of lists, PEARSON's stands *first*.

AT *present* circulation and the *new* rates, space can be bought for about 65 cents per page per thousand.

AT the *present* circulation and the *present* rates, space can be bought for less than 60 cents per page per thousand.

IT is the distinct policy of PEARSON's—

To give the fullest value to the reader—and to the advertiser.

To publish the strongest possible magazine for ten cents.

To sell space to the advertiser at the lowest rate practicable.

RAYMOND D. LITTLE

Two-to-Twenty, Astor Place
New York

ADVERTISING MANAGER

Western Office
Marquette Bldg., Chicago

JOHN KING

Western Manager

COMMERCIAL ART CRITICISM

BY GEORGE ETRIDGE, 33 UNION SQUARE, N.Y.
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETRIDGE.

"Did you get anything?"

This is the question which everybody has to answer when he comes back from a hunting or fishing trip, and he answers it with glee or with long-winded or unsatisfactory explanations, according to the situation.

It seems as if an advertisement for a fishing rod or a gun ought to answer this question, and answer it in the affirmative.

It always seems as if a picture of a man fishing or in the act of

part of the credit, and, therefore, stamp the advertisement as a good one.

The fact that it might have been a better one is shown by the advertisement marked No. 2, in which we get a better chance to admire the rabbit, and the boy, rabbit, scenery and lettering are not tangled up.

The instruction "stir well" belongs exclusively to the cook books and not to the art of advertising.

In the advertisement of Hotel



No.1



No.2

firing a gun were unsatisfactory—we don't know whether anything happened or not.

The advertisement of the Harrington & Richardson Arms Company, marked No. 1, is satisfactory in this respect—we know that the boy got the rabbit, and, while this fact may be due to the expertness of the boy, we will willingly concede that his gun is entitled to a

Chamberlin Game Preserve, reproduced here, we have two scenes, one in which the man starts out hunting and the other showing him in the act of firing his gun. The first of these pictures is superfluous. We know that the man must have started, or else he would never have got there. These two separate pictures on opposite sides of the ad do not add particularly to its at-

tractiveness or usefulness. One picture would have been enough, and if only one had been used, occupying the same amount of space as the two men now do, a much better result would have been achieved.

Herewith are also reproduced two gun advertisements, one of the Winchester and the other of the Baker.

These appeared on the same page in a December magazine, and most

HOTEL CHAMBERLIN GAME PRESERVE



people would jump at the conclusion that the Winchester ad was the better of the two.

In the original it was a very handsome advertisement; there is no question about that. The illustration was an excellent one, but the gun suffers by the jewelry, silverware, candles and other trinkets which surround it.

In the Baker advertisement we have a picture which shows the vital parts of the gun in a manner



which leaves nothing to be desired.

Of course, the Winchester ad was a Christmas ad, and, therefore, the illustration was specially appropriate, but at the same time, looking at it from the point of view of the sportsman—the man who is going to buy the gun—the Baker ad must appeal more strongly. It shows and tells the things that the prospective gun buyer

wants to know, and that is the chief end of a good advertisement.

The only real basis of comparison between two advertisements is



not artistic beauty, but selling power, and the advertisement which appeals most strongly to the pocketbook must be conceded to be the better.

HAPPY DAYS WITH THE COUNTRY NEWSPAPER.

Colonel Alexander K. McClure, the veteran editor and Nestor of the Philadelphia *Press*, said that the happiest days of his journalistic career were those in which he was "the editor of a country weekly paper in Western Pennsylvania!"

There are thousands of the older men in the profession to-day who can heartily say "amen!" to Colonel McClure's experience. They remember those joyous old days in some ramshackle print shop in a country town; the old Washington press; the roller boy; the roller mold and the casting of a new roller; the sitting up at night to mail the edition of 600—that 600 more formidable over public affairs and world interests than the charge made at Balaklava by that other 600 of old England! The country editor—who is his peer? He writes and the people hardly contain their patience a week to know "what he has wrote" on the burning issues of the day! He gets invitations to all functions, free passes to all shows, appointed on all sorts of commissions where there is no pay, gets cake from the wedding, cord wood for subscriptions and, occasionally, "gets it in the neck" from a contemporary.

The country press is an inseparable factor from the forces that make up our civilization. It is on and of the soil. It is the mirror of the human problems of its environment. It is more nearly the organ of public opinion than the mammoth journals whose strongest purposes are commercial.

Every community owes the prime duty of support to its local press. If a man can afford to take only one paper he should take his home paper. If he can go further and take a daily, let that be but the supplement to his county paper. The old Greek adage, "know thyself," should be expanded into "know thy neighbors," and the way to do that is to support your home paper. There is no better or more helpful asset to any county than a good newspaper, filled with neighborhood news, and dealing with all issues of common interest as the weekly press usually does—fairly and honestly.—*Atlanta Constitution*.

ANYTHING can be advertised but not by anybody—that's where the great minds differ.—*White's Sayings*.

Sphinx Club Proceedings.

"Psychology night" was celebrated at the sixty-second dinner of the Sphinx Club, held in the Waldorf-Astoria February 10. President Daniels presided, and introduced Professor Walter Dill Scott, Doctor of Philosophy, of Northwestern University, who read the following chapter from his unpublished work on the "Psychology of Advertising":

PSYCHOLOGY OF ADVERTISING.

PART OF A SERIES OF TWENTY-FOUR ARTICLES FOR "MAHIN'S MAGAZINE," CHAPTER XXIV.—THE PSYCHOLOGICAL ANALYSIS OF THE METHOD OF PROGRESSIVE ADVERTISERS. (ADDRESS DELIVERED BEFORE THE SPHINX CLUB, NEW YORK CITY, FEB. 10, 1904.)

By Walter Dill Scott,

Director of the Psychological Laboratory,
Northwestern University.
(Copyright, 1904, by Walter Dill Scott.)

I noticed that Mr. A seemed pleased at meeting Mr. B this evening—at least he smiled when he saw him and gave him a very hearty hand-shake and said that he was delighted to see him again. I observed that my companions at the table ate heartily and apparently with great satisfaction. Friend C is a dyspeptic and left his meat courses untouched. At a former banquet of business and professional men I observed that friend D was much pleased with the music and frequently thumped on the table, keeping time with the musicians. I also observed in that banquet that the room was very quiet while the guests of the evening were addressing the meeting, and that when a guest, who was not an advertiser, completed his address he was greeted with vociferous applause. By means of these individual concrete observations I have gotten together a mass of data on the subject of banquets.

These observations were at first a heterogeneous mass, and, relatively speaking, were without any connection or relationship. My mind refused to hold data in such a disconnected manner, but classified the observations according to striking similarities or differences.

I find that I have gone on and formed certain generalizations based upon these classifications. Thus I have come to the conclusion that the members of advertising clubs enjoy coming together in a social way and in greeting the men who are their co-laborers and competitors. I have come to the conclusion that dyspeptics are in the minority, and that good meat courses are very satisfactory. I have inferred that music, when present, adds to the total effect of the occasion. I have inferred that the members of the Sphinx Club are occasionally pleased to hear from outsiders who look at advertising from a

view point different from that of their own.

Entertainment Committees.

If I were on the entertainment committee of the Sphinx Club I would make a practical application of these inferences. I would attempt to devise some method of extending the social features which seem the most pleasing and of minimizing the formal addresses which seem the least pleasing.

You will of course recognize the fact that I have thus far described the four mental processes in progressive thinking. I first made individual observations or collected data; in the second place I grouped my observations into general classes; in the third place I deduced certain conclusions which might be hypotheses or theories, and in the fourth place I suggested a practical application, or perhaps an experimental and tentative application of my deductions.

Each of these steps may be incomplete if not wholly wrong. Thus Mr. A may not have been pleased at all to see Mr. B, but felt duty bound to greet him courteously because he happened to be so unfortunate as to meet him face to face in the room, and club etiquette demanded at least outer friendliness. Many of the club members may prefer a different kind of cooking than that of which we have partaken, and might prefer that nothing should be served rather than be limited to what is served here. Some persons object strenuously to listening to music while eating. They prefer a more quiet and restful spirit, on the ground that it is more conducive to good digestion. The vociferous applause may not have betokened approval of the speech but joy in the fact that at last the speaker was through, and now something worth while was to take place. So my observations may have been wholly wrong as well as incomplete. Even if the observations were correct, my classifications may have been useless, incomplete or even wrong.

My classification of observations as to the manner in which the club members greet each other is perfectly worthless material for the entertainment committee, but might be of value for a person writing on club etiquette. I made no classifications of my observations on the method of seating the guests, and yet this classification might be a fruitful one for the committee.

In inferring that the social features were the most desirable I may have been wholly mistaken. Or if my conclusion was correct I may have been wrong in deducing therefrom the conclusion that the social element should be increased, for it might be very delightful to meet and shake hands, but to be compelled to stand around for a half hour might be but little short of a bore. Or if the deduction was correct and if the social element should be increased, I might have taken a wrong method of making a practical application. There might be some feasible method of making this social feature more prominent, and yet if I, as a member of the entertainment committee, had recommended a prolonga-

tion of the time between the meeting of the club and the hour of serving dinner I might have made a great mistake.

A mediocre committee on entertainment would plan every banquet according to a cut and dried pattern. Each would be as much like the preceding as possible. The first would be a copy of some successful banquet and each succeeding one an imitation. Each might be successful, but there would be no improvement. A progressive entertainment committee must employ the method which I have outlined. They must observe accurately and widely; they must classify their data; they must draw correct conclusions from these generalizations; and then they must devise methods of putting their conclusions to the test—of making a practical application of their discoveries.

The method of the progressive advertiser is identical with that of the progressive entertainment committee. Observation, classification, inference and application—these are the four steps in the mental processes of the innovator. I shall not quarrel with one who should insist on contracting the process into three steps or expanding it into five.

Observation.

Observation is logically the first step. All advertisers have eyes, but they do not all use them equally well. Observation should begin at home. The advertiser should analyze his own response to advertisements, but unfortunately the advertiser is likely to become so prejudiced or hardened to advertisements that his own judgment must be taken with great caution. How does this advertisement, or this part of the advertisement, affect me? How does it affect my wife, my mother, my sister? How does it affect the persons who ride on the train with me or who pass by the billboards with me? This is the territory which is so near at home that we disregard it. Such observations must, of course, be supplemented by tests carried on by means of keying the advertisement, by consulting the sales department, etc. None of us are ideal observers. We can't tell just how certain advertisements affect us or what element of the advertisement is the most effective. We do not observe accurately how advertisements affect those about us. We see only those things which we have been taught to see or which have been pointed out to us. We are not skillful in discovering new methods of securing new data and so our observations are neither as accurate or as extensive as they should be.

Classification.

The second step in the method, logically speaking, is that of classification. The observations must be classified. The scattered data must be brought together before they can be utilized. Great skill is necessary to make the right classifications. In any large office care must be used in filing away material to see that the general heads are not only correct, but that they are the most usable ones. Likewise in filing away our observations, in getting them into shape so that we can use them, the greatest care is necessary

in choosing the right heads and in getting all the data under their appropriate general heads. All the data must be analyzed and classified and reclassified, for new observations require new classifications, so that the classification is never complete and the generalizations based on the classifications are continually increasing. For instance, every advertiser has a certain amount of data concerning the effectiveness of advertisements without illustrations in publications in which the text matter is largely illustrated. But how many advertisers have grouped this data and formed any general statement concerning it? The man who makes the best use of his knowledge is the one who has it most analyzed and classified.

Inference.

The third logical step in the advertiser's method is that of making inferences, or deductions from the data already at hand. At this point great skill as well as great caution is necessary to avoid costly errors.

An advertiser may observe carefully the effectiveness of a particular advertisement in a score of different publications and in a score of different cities. The data may be gotten together accurately and the results show that the advertisement had been very effective in each of the cities. The advertiser might make the inference that the success was due to the excellence of the advertisement when it might have been due to the novelty of the advertisement, the exceptional demand for the goods advertised, or for some other cause which would not be effective again, and the same advertisement in the same publications might meet with dismal failure if run again. It is difficult to make deductions concerning advertisements, because success or failure depends upon so many different conditions.

Advertisers have sent me two different advertisements which were carefully keyed, one of which was successful and the other one unsuccessful. In some cases the advertisements are very similar and the differences at first sight seem nonessential, yet the differences are great enough to secure success in one case and failure in another. Under some circumstances it might be practically impossible to deduce the cause of the differences. Recently an advertiser sent me two such advertisements. One had been unsuccessful and the other had been extremely successful. The illustrations were very similar and the arguments were largely identical throughout. The two had been run in the same sizes, and in the same and also in different publications. It seemed quite evident that the difference must lie in the advertisements themselves and not in any extraneous matter. I think that I was correct in inferring that the difference lay in the display of the illustration and text matter, but not in the quality of either of them. In the unsuccessful advertisement there was no resting place for the eye and no point or line of orientation. The line of orientation is the line which the eye follows in observing a picture or any object. In the successful advertise-

PRINTERS' INK.

ment the eye rested naturally at the point from which the advertisement looked the most artistic and from which the content of the advertisement could best be understood. Furthermore the line of orientation was such that the eye naturally followed the order which made the argument and display mutually strengthening, and so that the eye rested, at the conclusion, at the point which was most inducive to immediate action. Any trained artist, or even any one who had studied the theory which underlies artistic productions, might very naturally have looked for this resting place for the eye or for the appropriate place for the line of orientation, but unless these features were taken into consideration the wrong conclusion would have been drawn as to the cause of success or failure in the case of these two advertisements.

Application.

The fourth step in the mental process of the progressive advertiser is that of application of the deductions drawn from the former experience. The laws concerning the force called electricity are known by thousands, but it takes an Edison or a Marconi to make a new application of these same laws. If Edison and Marconi had not a comprehensive grasp of these laws they would not be inventors. Others have as good a knowledge of all the phenomena connected with electricity as they and yet are unable to make a practical use of their knowledge. Science can formulate the laws of the phenomena as far as they have been discovered and applied, but it cannot lay down rules or suggest infallible methods for further discoveries and inventions. This does not minimize the value of science, but it emphasizes the need of originality and ingenuity in the man who strives to lead his profession and to invent new methods and to make new applications of that which he has learned. Certain keen students of advertising have prophesied but little benefit to advertising from the science of psychology, because a science cannot lay down rules for things which are not yet discovered. This criticism has weight with any who should be so foolish as to suppose that every accomplished student of the human mind would of necessity be a successful advertiser. To suppose that a great psychologist would of necessity be a successful innovator in advertising is just as sane as to suppose that every one who understands electricity as well as Edison would have as great a record as he at the patent office. If Edison had known nothing of the science of physics, it is quite certain that he never would have been heard from. Science does not produce inventors, but it is of great assistance to a genius and may cause him to become a great discoverer. Psychology is of assistance to every advertiser in assisting him to observe widely and accurately. In teaching him how to classify or group his observations systematically, it should help him in drawing the correct conclusions from his classified experience. If psychology could do no more it would be of in-

estimable value, but as applications or new discoveries depend so largely on the formation of correct deductions and hypotheses, psychology may even be of benefit in this last and most difficult step in the mental process of the innovator.

The Method Further Illustrated.

The most successful advertisers are those who observe most widely and accurately, who classify their observations and group them in the most usable form, who then think most keenly about these classified observations so as to draw the most helpful conclusions, and lastly who have the greatest ability in embodying these deductions in their advertising campaigns. They are the active men, those who are seeking better methods of observation and of classification and who are never content with their past deductions or their applications. To show what I mean at this point I will illustrate from methods employed by one of the honored members of the Sphinx Club.

In observing the effect which advertisements produce upon a community it is much easier to learn which advertisements are effective than what it is in the particular advertisements which makes them interesting. Mr. Thomas Balmer, as an aid in making observations at this point, secured several thousands of letters from readers of issues of the *Delineator*. In these letters the writers told which advertisements they were the most interested in and what it was in each particular advertisement which interested them. Mr. Balmer could have turned the pages of his magazine and have made a personal observation as to the way the different advertisements affected him and what it was in any particular advertisement which interested him most, but by the method described he multiplied his observations a thousand fold, and all within the community with which he has to deal. When he had read over the letters he had the data before him, but it was in a chaotic and worthless condition. The next step was to bring order out of chaos. It was easy to tabulate the results and find out how many were especially interested in each particular advertisement. But when it came to classifying the reasons—and often women's reasons at that—for being interested in each advertisement, the task proved itself to be one of great difficulty. The data was turned over to me for such classification, and though it is not the place to give in full the general heads and the subheads under which the classification was finally made, it may be interesting to you gentlemen to know that the reasons for advertisements proving interesting were in the order of their frequency; first, reliability; second, financial consideration; third, the construction of the advertisement; and fourth, the present need of the reader. Thus of the letters received one month, 607 affirmed that they were most interested in their chosen advertisement because they believed that the firm or the medium or the goods were strictly reliable. In some cases they had tried the goods advertised; in some they had

dealt with the firm; in some they noticed the testimonials or the prizes taken, etc. In the same month 508 were particularly interested because of money considerations. Some because they could get goods advertised more cheaply than elsewhere; some because the advertisement offered a chance to get something for service instead of for cash, etc., etc. In the same month 418 were most interested in the construction of the advertisement. Some were most interested, for instance, in Nestle's Food advertisement, because it was very artistic and run in colors. In the same month 408 were most interested in a particular advertisement because it presented goods which they needed at that particular time. To recapitulate the results: 607 for reliability, 508 for money considerations, 418 for the construction of the advertisement, and 408 because of the present need.

It is not necessary to say that from the classifications of these data certain conclusions have been drawn and that attempts are being made to apply the conclusions to the planning of advertising campaigns. These experimental applications will furnish new data; these will in turn be classified, new conclusions deduced and further attempts at practical application will follow. In this way we have an endless chain of observation, classification, inference and application. This method is applicable not only to writing advertisements but to every detail of the profession. Indeed it is the method of progressive thinking in every line of human endeavor. The four steps are not fully differentiated in our actual experience, but I have represented them as distinct for sake of clearness. The results of such a research should not be kept under a bushel, but should become the property of all persons who are interested in making advertising effective, in reducing the number of chance elements and in making advertising more scientific.

Advertising Schools and Other Aids to Advertisers.

You gentlemen of the Sphinx Club have spent long years and long hours of the day in reaching the position which you occupy. Furthermore, you have received comparatively little assistance from your predecessors and are the few who have survived in the race. You have seen your competitors drop out one by one or else be compelled to take humble positions because of their inability to compete with you. You are the rare specimens which have survived and that by dint of hard work and persistent effort. You know the difficulties of securing success better than others, and you are anxious to remove all difficulties possible from the paths of those who shall succeed you. I have no respect for the conceit of those individuals who have been successful themselves, but believe that the work of such institutions as our best advertising schools is entirely futile on the assumption that advertising is an art and that it cannot be taught, and that with their death advertising wisdom will cease. Those successful gentlemen have never taken the

trouble to analyze the steps of their own mental advancements, and so think that their knowledge is intuitive or peculiar to themselves. If they should analyze it they would find that they have been successful because, in addition to their natural aptitude, they have taken the steps which I have described.

An advertising school can help its pupils to observe, to classify observations, to draw original conclusions or to form judgments. With this foundation the pupils will be able to apply their knowledge better than they otherwise would be. An advertising school can impart to its pupils the result of the wide observations of the most successful advertisers. It can give them this knowledge in convenient classified form. It can give them instructions which will keep them from making certain mistakes by deduction. It can give them some technical skill which will make them more adept in practical applications of their knowledge. A poor advertising school is an unmitigated evil and should be discouraged as a parasite feeding upon the credulity of ambitious young men and women. A good advertising school is a worthy institution and should serve as the agent in bequeathing to the rising generation the fruits of the experience of such men as Daniel Lord and George P. Rowell, who have so recently left the ranks of active advertising.

I might have come from Chicago to New York with an ox team, but I didn't. I preferred a Pullman car. I would have been foolish not to have made use of all the modern improvements in methods of transportation. Pioneering is commendable when it is necessary, but the days for pioneering in advertising, as well as in traveling, are past. It behoves the advertiser of the future to take advantage of everything which may be of any benefit to him. Progressive advertising is not to be looked for from any one who does not employ the four processes in the method which I have outlined, and yet many will perform the processes without knowing it. A clear knowledge of these processes should be of assistance. No one may be expected to take the four steps successfully until he is a good student of the human mind, and still he may never have studied psychology systematically. The four processes can be performed more successfully by a knowledge and a skill which can be secured from an advertising school, yet not all progressive advertisers will be graduates of advertising schools. A knowledge of the industrial and commercial history of the nation might be of great assistance in interpreting observations and drawing conclusions, so a course in history and political economy should be regarded as a part of an advertiser's preparation.

A great school of journalism is to be founded in this, the center of the advertising of the world. This school should be in a position to give preliminary training to your successors better than that received at any existing institution. Advertising is the greatest support of modern journalism. Is it not within the province of the Sphinx Club to take ac-

tion and at least to petition the proper authorities that instruction in advertising should be given in the Columbia School of Journalism?

Conclusion.

In conclusion I would summarize by saying that I have tried to show that there is a certain method of procedure conducive to human progress. I have tried to show that advertising is no exception, but that the progressive advertiser of the past, present and future is the man who follows this method successfully. I have also tried to show that there are certain helps in making the adaptation of the method easier and more effective.

I have tried to stimulate you to encourage all agencies which may in any way add dignity to your profession and effectiveness to your efforts.

Geo. P. Rowell responded to the question, "Does a knowledge of psychology help an advertising agent in his business?"

Chairman Daniels has defined psychology as "the science which treats inductively of the phenomena of human consciousness." Thanks to this very clear elucidation of the word psychology I know as much about it as I ever did. However, I believe that there must be some such a thing as a soul in advertising, and there must be a quality in an occasional advertisement that makes it a telling one. Who can tell what that quality is? Just how to produce a sentence that will give the requisite quality to an advertisement, I don't know. A great many years ago I had a customer in Pittsburg who had a little shop in which he sold guns. He evidently made money from small advertising orders of five, ten, twenty and fifty dollars. He electrified me by one day asking for an estimate on an order that amounted to \$1,800, and following the request up by an order to place the advertisement. He seemed to be a shrewd man and to know what he was about. He had bought a lot of unused Springfield muskets at an auction sale of the Government, and his advertisements read that he would sell them at the most reasonable prices. He continued the advertisements for a month or two and then asked that they be discontinued on the ground that they were not producing the desired results. Every person who read the advertisement and wrote to him wanted a gun but didn't want a Springfield musket. So much for the psychology of the advertisement. Well, I persuaded him to change the wording of the advertisement and to continue it. He made it read that he kept the celebrated "Springfield gun barrels." Everybody seemed to want Springfield barrels and he had no trouble whatever in disposing of his stock. That little change in the advertisement, I suppose, gave it the desired psychological effect. Many of you will remember seeing an advertisement that went the rounds of the papers many years ago, to the effect that an old man whose sands of life had nearly run out had a secret that he would reveal to the

sick and suffering for a certain consideration. Well, the effectiveness of the advertisement finally ran out like the sands of life of the old man. This all happened more than forty years ago, before I was an advertising agent. Well, the old man turned up again with a new remedy, a cure for epilepsy, and commenced advertising again. The advertisements didn't pay him, and he was about to discontinue them, until it finally occurred to him to change the advertisement to read that he had a valuable secret that had been revealed to him in such a miraculous and providential way that he felt that he would be doing the public a great wrong if he did not make the secret widely known. Again the change in the advertisement produced a wonderful psychological success. I think these two little stories reveal something of the real nature of psychology in advertising.

Paul E. Derrick was asked to respond to the question, "Can it be proved by psychology or otherwise that newspapers as well as magazines should adopt the Curtis agents' agreement?"

Do I favor the general adoption by all publications of what is known as the *Ladies' Home Journal* agreement? This agreement, as I understand it, provides that an advertising agent must always quote card rates—under pain of losing his commission on all future business. Emphatically, I do not favor the extension of this form of agreement, for the following reasons: First—The merit of this agreement lies entirely in the honest intention of the publisher to enforce all of its conditions, coupled with his power to enforce these conditions. Although the average publisher would expect to honestly enforce the conditions of such an agreement, we must admit his lack of power. From the very nature of the penalty, only a publication strong enough to *defy substitution* could be expected to enforce it. There are very few such and I doubt if many publishers would seriously claim the necessary strategic position to guarantee the rigid application of penalties for violations. My first reason, then, lies in the inability of the average publisher to enforce this form of agreement. Second—Unscrupulous advertising agents would welcome the further extension of this form of agreement as a means of tying the hands of the honest agent. I think it is obvious to all of us that there are abundant means and methods by which this agreement can be nullified if the agent deliberately sets about it. In fact, I have heard this form of agreement highly applauded by the most notorious rate-cutters. If I were to sign such an agreement, with the deliberate intention of breaking it, my fondest hope would be that all other agents be held up to card rates by its intimidating influence. My advantage over the honest agent would be just in proportion to my ability to pursue devious and underhand methods. I am not questioning the honest intentions of publishers who have this

form of agreement in force; I recognize them as being strong enough to really make an advertising agent play fair, at least so far as appearances go. But given an agreement of this sort with the majority of publications, coupled with the existing conditions in the advertising agency business, I am thoroughly convinced that the result would be advantageous only to those so-called agents who are forced, by paucity of ideas and poverty of invention, to rely wholly upon apparent advantage in price. It is they who best learn to tread the devious and slippery path of the vanishing margin—"The path which leadeth unto destruction"—of well meant agreements. Third—The methods employed in the business office of the average publication. After all, simple and childlike as we are, we advertising agents are expected to secure for our clients advantages at least equal to those offered individually by publishers. Such an agreement as we have under discussion would in very many instances be wholly emasculated by the numerous special favors which it is in the power of the publisher to grant to a privileged advertiser or agent. I include in this all special position favors, either in location of pages or position of advertisements upon the page, re-insertion or extra insertion of advertisements, either gratuitously or to fill technical deviations from contracts. Such deviations may be so trifling as to create an honest difference of opinion between the publisher and the advertiser or the advertising agent, and with the publisher acting as judge and jury, I surmise that decisions might not always be rendered in strict conformity with the spirit of the agreement. With so many conditions and special favors depending for their solution upon the personal opinion and bias of the publisher or advertising manager, it would be possible, indeed I might say it would be probable, that no clean-cut line of procedure, such as is necessary to make this form of agreement effective, could be established. All of these various things would serve to encourage "sharp practice" and always to the disadvantage of the honest advertising agent who signed such an agreement, and who in the simplicity of his honesty attempted to live strictly up to its requirements. In short, unless the publisher will apply the agreement without fear or favor, and will ruthlessly hunt down all offenders, the whole idea is an absurdity. There is, however, still another pernicious condition to prevent the equitable working of such a scheme—the extremely elastic "credit system" which obtains in most publishing offices; a system which all other lines of commercial enterprise long since cast off along with quill pens and candle light; a system altogether unbusinesslike; a system ruinous because of the loss it entails, and pernicious because unjust. I claim that this question of credit is a cancerous sore on our business which demands an immediate remedy. I believe that reform in this direction is practical, because it is a reform which can be instituted by each publisher—on his own initiative. It does not require

any co-operation, it does not involve any sacrifice. On the contrary, it carries with it obvious and immediate benefits. The one reform movement which I urge, and back of which I am willing to stand, is the abolition of the existing credit system, and the substitution of a simple businesslike system which will encourage prompt settlement of accounts. The present method is extremely unjust to responsible, prompt-paying advertisers to extend credit to their irresponsible competitors. It is simply providing capital with which adventurers may experiment. Easy credits are so usual in publishing offices that it is indeed a dull rascal who cannot try out his scheme, and if successful, continue permanently in business without a dollar of investment. This is downright dishonesty on the part of the publisher toward those competitive advertisers who are paying their good money for advertising space, and whose responsibility is assured, regardless of the success of their advertising plans. Another consuming evil is the long-time credit granted to one customer and withheld from another—a system so usual that we have well nigh forgotten its injustice; a practice which makes one advertiser supply the capital upon which another does business. Long-time credits increase the publisher's risks and multiply his loss through bad debts, all of which is borne by the man who pays, and pays promptly. As the matter stands to-day the delinquent customer secures the advantage and the prompt customer pays the interest on the over-due accounts and makes up the deficit chargeable to bad debts. What I recommend and what I hope to see is the universal adoption of a cash discount system which will limit the publisher's liability, decrease his loss by bad debts and eliminate the "deadbeat" advertiser and the "dead-beat" advertising agent. Briefly my position is this, and so simple is it and so inclusive in its benefits that I may call it the A B Z of advertising reform; Let every publisher offer a five per cent discount for cash settlement within thirty days. If necessary increase the scale rate to provide for such discount. If the advertising agent's commission is to per cent or 15 per cent or 20 per cent, or whatever it may be, give an additional 5 per cent for thirty days' settlement. Offer this 5 per cent discount to the advertiser direct as well as to the advertising agent. Penalize the man who does not pay his accounts promptly. Reward the man who *does* pay his accounts promptly. Such a policy rigidly adhered to will increase the revenue of any paper, and will either swell the profit of the publisher or reduce the cost of space to the advertiser. It will act as an automatic collector of accounts. Failure to take the 5 per cent per month can mean only one thing—that the delinquent cannot pay. It will be proof positive of lack of money—never a question of caprice nor of money better invested. It will surely "spot" the fellow who needs watching, and the publisher who cannot read the warning in the simple failure to take advantage of this discount will not trouble us for long. Gentlemen, a 5 per cent cash dis-

count for thirty days' settlement will, if generally adopted, do more to rescue our business from the evils which encumber it than any other thing within my knowledge. It will comb out and relentlessly destroy the slow-paying and non-paying parasites preying upon legitimate advertising enterprise.

M. Wineburgh replied to the question, "What connection is there between psychology and street car advertising?"

The true value of streetcar advertising is measured by circulation and what that circulation costs. The advantage of the streetcar is that its circulation is universal. It reaches every element of the community—every grade of society—every religious denomination—every shade of politics—every division of labor—every branch into which the people are divided. To reach all these different elements outside the streetcars, an advertiser is forced to use *all* the different publications devoted to the endless creeds and tenets of civilization. The streetcar, I believe, misses fewer people than the newspaper, because the former carries a limited number of advertisements, while the latter has no limit. I submit that in a medium containing twenty or twenty-four advertisements, all covered by a sweep of the eye, an advertiser is more certain of attracting notice than in a medium containing a hundred or a thousand advertisements, spread out through endless pages that must be turned over and over. The newspaper or magazine points with pride to the great number of advertisements it prints. The streetcar man points with equal pride to the few cards which he displays. He argues that an advertiser profits by the absence of competition. Any article that requires considerable explanation—any product that calls for details—anything for which an educational campaign is necessary—should surely be exploited in the newspapers or magazines. In such cases the streetcar figures as an auxiliary medium. A passenger reading a descriptive advertisement in his paper is doubly impressed surely if he looks up and sees that same article boldly exploited before his eyes in the cars. After all, what the public wants to particularly know is this: "What does it look like?" "What does it cost?" "Who sells it?" Those things the streetcar often tells better than a newspaper. In the cars a trade mark, or a package, or the article itself can be exactly reproduced in colors. A manufacturer can hang a realistic likeness of his goods right up before the eyes of the people day after day. The board and the sign stand still, and you must go where they are located to see them. The streetcar card comes to you—goes where you go—follows you from one end of the line to the other. There comes a time in the career of every advertiser when he feels that the results secured from widespread newspaper work do not warrant the tremendous cost. He feels that he wants to "pull in his horns," but hesitates because he is afraid to drop out of sight. That is the

time to turn to the streetcar. In this medium he can keep himself and his product before the public just as prominently as in the newspapers, but at a much reduced cost. The public will not notice his disappearance from the newspapers, because they will see his advertisements in the cars. An advertiser can, in this manner, keep his sales where they are and add much to his profits. After a year in the cars he can go back to the papers again and reverse things, just as a farmer reverses his crops to advantage. Speaking thus of farmers recalls the point that streetcars are no longer confined to city limits. The marvels of electricity have pushed the lines into the highways of the country, and the car advertiser now gets at the farmer as well as the city folks. The streetcars of New England carry over two million passengers a day, which, I believe, is the greatest circulation of any one single medium in existence. Our friend Rowell tells us in his newspaper directory that the combined circulation of all the daily papers of New England is less than one million copies. Thus, if an advertiser should use every one of these papers (something like two hundred, I think), he would reach less than half the number of people who ride in the cars. The cost for placing a car card before the two million passengers is about $2\frac{1}{2}$ cents for each thousand people. A car card is 11×21 inches—about the size of a half page in a newspaper. I am not prepared to say what it would cost to place a half page ad in New England's two hundred daily papers, but as one-tenth of a cent per agate line per thousand is considered a fair price for space, it would surely run up into so much money that no advertiser could afford it.

Fred. S. Clark, advertising manager Cook's Flaked Rice, responded to the question, "What connection is there between psychology and the advertising of a well-known food product?"

The cereal advertisement that requires thought and study to find out what it means, I do not believe is the paying advertisement. The name in bold display, and a reproduction of the package, produces the results, a clever phrase, or sentence, any one can use, but they can't steal your trademark and name, which may not make any mental impression, or appeal to one's brains, but you just "get the habit" of using the goods unconsciously. For instance, a woman goes to the grocery store for sugar, she sees your package there, and it seems like an old friend, and she takes it, that's all. She may like it or she may not, but as long as she don't dislike it, and the package is before her in the publication she reads, in the streetcars, on billboards, displayed in the grocery store, why it is just the easiest thing to buy, and she keeps on buying it, with no particular thought in the matter—not psychology, but just good display advertising, *familiarity*.

Samuel Brill replied to the ques-

tion, "What is the connection between psychology and the clothing business?"

The dictionary defines psychology as "the doctrine of the soul." This might apply to the shoe business, but not to the clothing trade. I find there is some connection between psychology and the clothing business. For instance, we use the sense of *feeling*; we touch clothes; sometimes we get "touched." We use the sense of *taste* in selecting clothes. We use the sense of *smell*. Only quite recently one of my competitors advertised certain homespun suits that had a smoky smell. Of course we *see* clothing. We also *hear* clothing when it is "loud."

President Daniels:

Why do mental motives of the mother still color, and to a certain extent govern, the thinking processes of the son up to a period of 40 or 50 years from birth? Will Professor Scott please answer that query?

Professor Scott:

Mr. Daniels should have included in that question the daughter as well as the son. What psychology does is to take these every-day thoughts and acts of ours, the feelings and emotions, and try to make us better acquainted with them. You feel most at home with the things that you were familiar with in your childhood days. For instance, if you had been born and raised in the country you would feel more at home there than anywhere else. The things that you get to know in later years don't affect you this way. If you can get a little girl to think that such and such a make of baking powder or breakfast food, or a boy that such a brand of gun, are the best, they will continue to think so 40 or 50 years afterwards and will naturally try to find them when needed in preference to all other makes or brands. I believe in advertising that appeals to the small boys and girls, that is, for firms that expect to be doing business say 40 or 50 years afterwards, as it will take strong advertising in later years on the part of their competitors to make the small boy or girl choose other goods. Early impressions are the strongest and the most lasting.

President Daniels:

Now I'll put a little simple question of my own: "Who was the greatest financier mentioned in the Bible?" As nobody seems able or willing to answer it, I'll have to answer it myself, as it is one of the duties of the president of this club to answer questions that can't be answered by its members. Noah was the greatest financier of his time, and one of the greatest promoters that the world has ever known. He floated a limited company at a time when the whole world was going into liquidation.

W. W. Seely was asked, "What is the psychological effect of outdoor display advertising as com-

pared with that of newspaper and magazine advertising?"

There's no comparison. The effect of outdoor display advertising is little less than marvelous. As to the effect of newspaper and magazine advertising, I am not sure that they have any effect at all.

M. M. Gillam:

I am one of the old-fashioned homespun sort that don't believe that you can turn out an advertising man or a teacher by any machine work. I think a successful advertiser is about as nearly born as the successful person in any calling can be. I think the strikingly successful advertising of the future will not be on these shouting hurrah lines of today. Years ago, while I was with Wanamaker, I was urged to start an advertising school. I refused, and I have ever since refused to have anything whatever to do with advertising schools, as I believe they are a delusion and a snare. To hold out glittering, untruthful inducements, as most of the advertising schools do, is all wrong, and this remark also applies to the so-called schools of journalism. I do not believe that such men as Greeley, Bennett, Dana, Bowles, or anybody else that ever made their mark in the journalistic world, would have been improved by a course in such a school. These remarks of mine are plain, uncontroversial facts, not psychology.

Thomas Balmer:

I do not agree with Mr. Gillam. I believe in the value of advertising schools and schools of journalism. A trained journalist or a trained advertiser should be more successful than an untrained one. The days of pioneering have not gone forever—that is, the days of progressive pioneering. We can and should benefit by the accumulated experience and wisdom of our predecessors and should advance, not retrograde. To-day the mind governs the world, not the arm or the weapon that was once pre-eminent. Surely we can benefit by the failures of others by studying and finding out the reasons for such failures, the reasons for the successes. The advertising world to-day carries about two-thirds of the advertisers in existence ten years ago. The incompetents were relegated to the rear and are being sent there every year. All honor, I say, to Professor Scott, the man who is giving his time and the fruits of his accumulated knowledge and experience to the advertising world without any compensation whatever.

J. H. Patterson, of the National Cash Register Co., Dayton, O.:

I am in favor of a school for advertising because I have one myself. I discovered a few years ago that advertising was teaching—teaching advertising—and I secured a good teacher to school us in teaching. It was one of the most profitable investments we ever made. We have a thousand agents in the different parts of the country. We have 40,000 guests annually at our works. They all have

to be instructed, taught, enlightened as to our business and ways of doing business, and we have to know how to teach them and teach them effectively. Professor Scott is a teacher and we have learned much from him. I am a warm advocate of his views and methods, as I believe they will be productive of wonderful results in the future.

DEPARTMENT STORE KINGS.

The department store is scarcely a generation old. The first one I remember is Macy's, which began to develop about 1870 from a single shop on the Sixth avenue front where a small line of dry-goods was kept, until it overran nearly the whole block and its floor space was reckoned by acres. Almost contemporaneously a dozen or more department stores grew up, some of them surpassing it in size. The genesis of nearly every one will be found in a little shop of two counters with a bit of shelving behind them to hold dress goods and prints. Such was the origin of O'Neill's, of Altman's, Stern's, Ehrich's, Bloomingdale's and the rest. Lord & Taylor and Arnold, Constable & Co., were, however, the offspring of great jobbing houses who erected them for the purpose of moving their own trade. In the case of Lord & Taylor the retail house ate up its parent, the wholesale branch. The greatest store in the United States and probably in the world is Marshall Field's in Chicago. Its owner was formerly of the firm of Field, Leiter & Co., wholesale dry-goods, who shared with H. B. Clafin & Co., of New York, and Jacob Riegel, of Philadelphia, the cream of America's wholesale dry-goods trade. Potter Palmer, recently dead, was a member of the firm. The wholesale house from which the Leiter & Palmer interest has been withdrawn continues in diminished importance, but the retail division has had Mr. Field's personal attention and it is now accepted as the model of all that a department store can become. He himself is easily the first merchant in the world and has only one, at most, two rivals—John Wanamaker, and W. H. Whiteley, of Westbourne Grove, London. I am unable to classify in this association the "Bon Marché" and Louvre in Paris. They are conducted by chartered companies, anyway. The two largest stores measured by acreage are in Philadelphia, Gimbel Brothers, which has twenty-eight acres of floor space, and John Wanamaker's Grand Depot, which has twenty-six acres. Wanamaker does not sell groceries. Gimbel sells everything. Their career is illustrative of the system. They are seven brothers, sons of a Jew shop-keeper in Milwaukee, who left them a modest dry-goods store in a favorable location in that city. They increased business, and the Schlitz brewery people backed the young men until they reached the limits of their locality. They then cast about for a wider field and selected the Quaker City, still maintaining their Milwaukee business. Boston's great store is Jordan & Marsh's, in Washington street. Seigel Cooper

Co. are the first-class firm of San Francisco. The department stores in London, apart from Whiteley's, are the co-operative stores, as the Army and Navy, and the Civil Service. They are not opened to the general public. The buyer is supposed to be a shareholder, but it is customary for the members to lend their tickets so that outsiders in large numbers are their patrons. The co-operative store has been tried in this country, but unsuccessfully. The late Kate Field attempted to establish one on a large scale in Twenty-third street, New York. She was frozen out in less than a year.—"No. 51,727," in *Star of Hope, Sing Sing Prison*.

SHOW-CARD PUBLICITY.

The window dresser who cannot execute his own show-cards has yet to learn one of the most important branches of his profession. He knows the importance of attractive cards executed in colors to harmonize with the color scheme of his window display. He will tell you that the most artistic display would be ruined by poorly lettered cards, and, if honest about it, he would add that the cards often attract as much attention as the goods.

The department manager, alive to the necessities of his position, realizes the value of good cards. For real convincing proof of this, take a stroll through such institutions as Wanamaker's, Field's, Macy's, Gimble Bros., Siegel, Cooper & Co.'s or a hundred others. The *Dry Goods Economist*, the leading dry goods journal in America, in a recent issue contained an article on how such stores as those mentioned above planned a special sale. After describing how the department manager had provided the adman with all the necessary descriptions and prices, it says: "He has, in the meantime, gotten out his ticket blanks and sent them to the card-writer for his price-cards and other placards. He is not sparing of either. He knows the value of plenty of cardboard properly lettered."

Speaking from the adman's standpoint, show-card work is a very important branch of advertising. The newspaper, daily or weekly, "reaches the people" to the extent of its circulation, whatever that may be. But what of the stranger within our gates? What of the transient trade?

To secure this trade, much depends on the location and window display. An attractive display arrests the attention of passersby—that's the time the good show-card gets in its work.

It is not necessary that a person be a practical sign-painter to be able to perform the work; accuracy is desirable, neatness is indispensable; but it is originality of design, and the clever adaptation of the wording, which do the business.

To be able to do good work requires special preparation, but it is not a long, tedious task to learn to make the less pretentious work, and the student will be surprised at his advancement.—*The Ad-Writer*.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The Yale & Towne Manufacturing Co., of 9 Murray street, New York, send out a neat booklet advertising the Blount Door Check and containing some of the best door check ads it has ever been my pleasure to see, intended for the dealer's use in his local paper. This is just the sort of help the retailer needs. If left to his own devices he will, nine times out of ten, put the goods on the shelf and never think of advertising them. If he does advertise them, he is pretty sure to do it in the venal, stilted, conventional, half-hearted way that serves more to tell where a demand already existing can be supplied than to point out the necessity for a door check and create a desire for it. And then he is

quite likely to mix it in with other matter, confusing the reader's mind and leaving no decided impression about that particular article, even with those who read far enough to discover that door checks are mentioned at all. Most any dealer with sense enough to advertise at all will use an ad that is already prepared for him, especially if it's one that appeals to him, as these Yale & Towne ads must, and he can get a complete electrotype, including his name and address, for the asking. Of course, it is not within the province of this department to discuss the manufacturer's advertising, but, in this case, it furnishes a text for a little sermon to the retailer who is inclined to side-track a good thing rather than prepare a few good ads for it.

Are You Trying to Heat All Outdoors?

That's what you are doing if your doors are constantly open. Keep the doors closed, and the heat will stay where it will do some good. Equip them with

Blount Door Checks

and they'll never bother you. They will close quickly, but noiselessly. These checks are the only door checks that give perfect satisfaction. They can be easily attached to any size or shape of door.

*We sell and apply them.
A descriptive folder on request.*

BLANK & COMPANY,
Blankville, N. Y.

Stop That Draft or It'll Stop You.

Open doors, drafts and colds go hand in hand. The best and only sure preventive is the Yale & Towne

Blount Door Check.

It always closes a door tight, but gently and noiselessly. Can be quickly and easily attached by anyone. Is compact, neat in appearance, durable, and always gives perfect satisfaction.

Made to fit any door at a price that will fit your pocketbook.

*We sell and apply them.
A descriptive folder on request.*

BLANK & COMPANY,
Blankville, N. Y.

(Continued on Next Page.)

Mr. Holmes' little scheme is just as good for many other lines.

\$5 Fountain Pen Free

No. 3 goes to James Cates, 8 Baxendale Avenue, who bought coal yesterday at 10.25 a. m., and the envelope time for giving was 10.30.

Our Peerless Stove Coal at \$7.75 is about the best free burning White Ash Coal ever seen in this neighborhood.

Don't forget that we give away a Fountain Pen, absolutely free every day this month.

HOLMES,

Main and Pleasant St. Cor.
Brockton, Mass.

A Strong Appeal to Smokers, Without Any Neck-breaking Efforts.

The New F. H. O. 5-Cent Cigar

fills the bill every time when you want a long, mildish smoke. Not so strong as might be, but plenty heavy enough to please eight out of ten.

The stock used is of the best, carefully chosen, and made up by hand.

Try an F. H. O. and see how you like it.

FRED. H. OHSEE, Mfr.
279 Main Street,
Danbury, Conn.

Another Good One for a Bank.

Don't depend upon others! Success in any walk in life cannot be won without persistent and determined effort on your part. Remember this is necessary in building up a "Rainy Day" fund. Open an account at once with the

Indiana Trust Co.

Make up your mind to keep it there and add to it whenever possible.

We will pay you 3 per cent per annum, compounded semi-annually, May and November First.

Capital ————— \$1,000,000
Offices: Cor. Washington St.
and Virginia Ave.
Indianapolis, Ind.

A Strong Head and Good Stuff to Back It.

This Weather Shoes

Shoes for gentlemen, in calf, box calf, and patent leather—any style and all the comfort you want, with light soles or heavy soles, and just fitted for this New Haven weather. Look as though they were worth \$5, but I sell them for \$3, and guarantee satisfaction.

SURETY SHOE STORE,

CHAS. H. AYERS,
814 Chapel St.,
New Haven, Conn.

Schemes of this kind are good or bad according to the store and the public it seeks to serve. They will attract the right sort of trade to some stores and drive it away from others.

Something For Nothing

During the months of February, March and April, 1904, we shall refund the full amount paid for all goods bought on certain days, giving every purchaser a chance of securing a supply of Wines and Liquors

ABSOLUTELY FREE.

With each purchase a dated ticket will be given. Preserve the tickets, for all money paid on one day of the month will be given back.

On the last day of the month the free date will be announced. If you made your purchase on said day, present your ticket at any time, AND GET YOUR MONEY BACK.

The low prices, excellent quality and absolute purity of our goods have already made our business very popular. We trust that this new and liberal offer will gain us many new patrons. We are the only exclusive Family Supply House in Peoria and carry a complete stock of Imported and Domestic Wines and Liquors. Our own brands: "Family Cabinet Bourbon, full quart, \$1.00; "Home Club" Rye, full quart, 85c, are the finest Whiskies bottled, unsurpassed for medicinal use. Visit our store and inspect our goods and prices.

GROSS & HOLZAPFEL,
422 Main St., Peoria, Ill.
Phone Maine 411.

DOING MISSIONARY WORK

Office of the LOVELAND REPORTER, Loveland, Colo.

February 3, 1904.

Mr. P. J. Jonson, 17 Spruce St., New York:

MY DEAR SIR—Agreeable to our promise, we enclose you another order for job inks, which we feel sure will prove as good as those you have been furnishing us for some time. We have been doing a great deal of missionary work here in Colorado for you and your fine ink. Whether that work has resulted in your securing any new customers or not we cannot tell, but we assure you that we are ever ready to give you the praise which your goods and prices merit. Now if you will be good enough to fill the enclosed order, for which we enclose you our check for \$8.20, packing the goods carefully as possible and sending it to Funk & Wagnall's, 30 Lafayette Place, marking it plainly for us, and instructing them to enclose the package with the dictionaries they are to send us, so as to make but one package, we will appreciate your favor. We shall be glad at any time to have you refer any prospective purchasers of yours to us, and assure you that we stand ready at all times to say a good word for your inks. You have enabled the country printer, providing he has any brains, push and cash, and is willing to pay for goods, to save at least fifty per cent on his printing ink bills through the year, and we consider your work very meritorious.

Trusting that you will get this ink over to Funk & Wagnall's as promptly as possible, with explicit directions, we remain,

Yours very truly, W. L. THORNDYKE, Publisher.

My customers act as my agents by proclaiming to fellow printers the glorious qualities of Jonson's inks, and how cheaply they are sold. They do not throw off a lot of hot air like some of the ink drummers on the road, and their recommendations seldom if ever fail to get others to try my goods. A trial order is all I ask. When the printer feels the inks are not up to the standard I don't try to contradict him, or tell him he doesn't know his business. I simply refund his money and reimburse him for all transportation charges.

Send for my price list; it contains valuable hints for the pressroom.

Address

PRINTERS' INK JONSON,
17 Spruce St., New York

\$5.00 Per Year.

The business of the future will be largely carried on by advertising. Whoever has anything to sell must make that fact known, and do it in such a way that people will buy. Effective advertising means success. No advertising or poor advertising means failure. Hence it has come to pass that the adwriter is one of the most necessary persons connected with a business house, and the success or failure of the business depends upon him or her as much as upon any person.

Thus the ability to write good ads gives a paying place in the business world, and the question, "How can I become a successful adwriter?" is being asked by many. The answer can be given in three words, **READ PRINTERS' INK**. How fully the words answer the question can be learned from the following facts :

PRINTERS' INK is a practical guide to all kinds of advertising, and to the writing of all kinds of advertisements. In it successful advertisers tell their stories. You are taken into the offices of successful business men, are enabled to sit down and hear them tell what they have done and how they have done it. Thus **PRINTERS' INK** readers learn right from the men who make a success of advertising, how to advertise.

PRINTERS' INK in its weekly pages covers every sort and kind of advertising, and does it thoroughly. It speaks with authority upon all matters connected with publicity. It does not chronicle the theories of dreamers, but gives practical instruction, counsel and advice upon all points in its chosen field. Being a weekly publication and costing only **ten cents** a number, or **five dollars** a year, it can be subscribed for, read and studied by any one understanding English. No other advertising periodical begins to approach it in excellence and service to subscribers, and it is not only much lower in cost, but is vastly *superior* in practical excellence to any of the so-called advertising courses.

Many young people whose starting point was the reading of **PRINTERS' INK** are now earning large salaries as adwriters and ad managers. Young men and women who desire to become proficient in the art of writing advertisements can do it by reading and studying this journal, and there is no better way to accomplish this. The pages of **PRINTERS' INK** give the most and the best instruction in every phase of adwriting that can possibly be found.